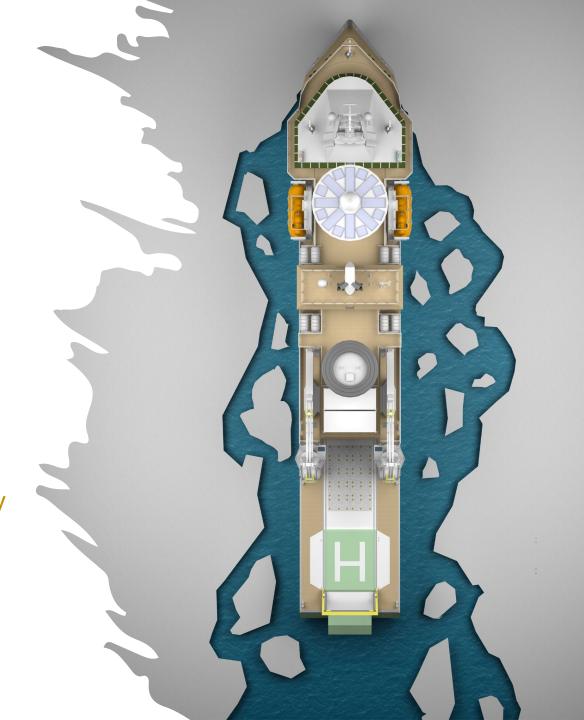


## **ICE-BREAKER**

- Name
- How many years in the business
- One fun fact about you!
- What do you want to get out of today









### **GRAYTRAINING.TV**

**25,000** live sessions viewed in 2020!

### Site Engagement in Jan & Feb of 2021



**550** 

Gray Sales Team Members



3,850

Consumed Sales Training Videos



8

Average Monthly Videos Consumed per Gray Seller



850

Sales Training Videos On GrayTraining.TV

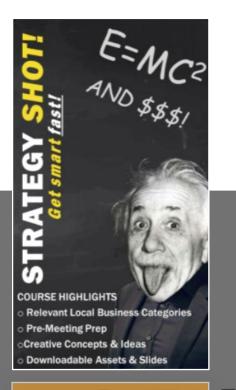
### **Most Popular Videos on the Site:**

- 1. Digital Products Course
- 2. Premion OTT
- 3. Advanced C.N.A Questions
- 4. Top Performing AE Interviews
- 5. Circle TV

- 6. V.B.R. Creation
- 7. Sales Leadership
- 8. Hunting New Local Direct Bus.
- 9. Client Guest Speakers
- 10. Creative Concepts

## **GRAYTRAINING.TV**

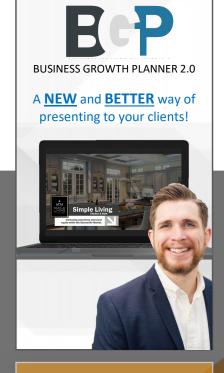
FIVE MUST SEE COURSES

















PREMION OTT

Trainer: Mike Gordon

MULTI-PLATFORM

Trainer: Germain Kirk

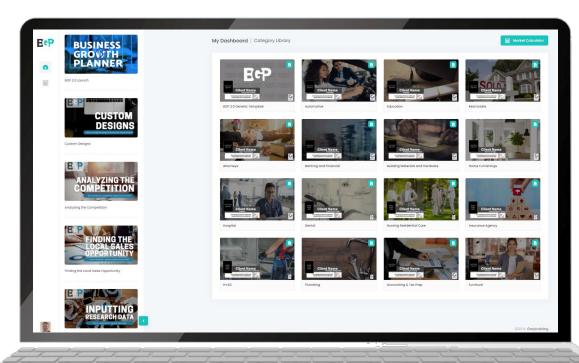
BUS. GROWTH PLANNER

Trainer: Mike Gordon



Accounting & Tax Prep





BGP.GRAYTRAINING.TV

### THE DESIGN

- o Professional, bold, clean and an impressive design
- Focuses on the client and a creative business/strategy discussion
- O No more silos, instead VIDEO and interactive
- o Impression selling
- o If you're asking for \$100k, make it look like a \$100k!

## **INCLUDES**

- o 15 of our top categories, template ready
- o On-demand training videos
- Market calculator (coming soon)
- A dedicated website: bgp.graytraining.tv

# PODCASTING A v a i l a b l e N o w

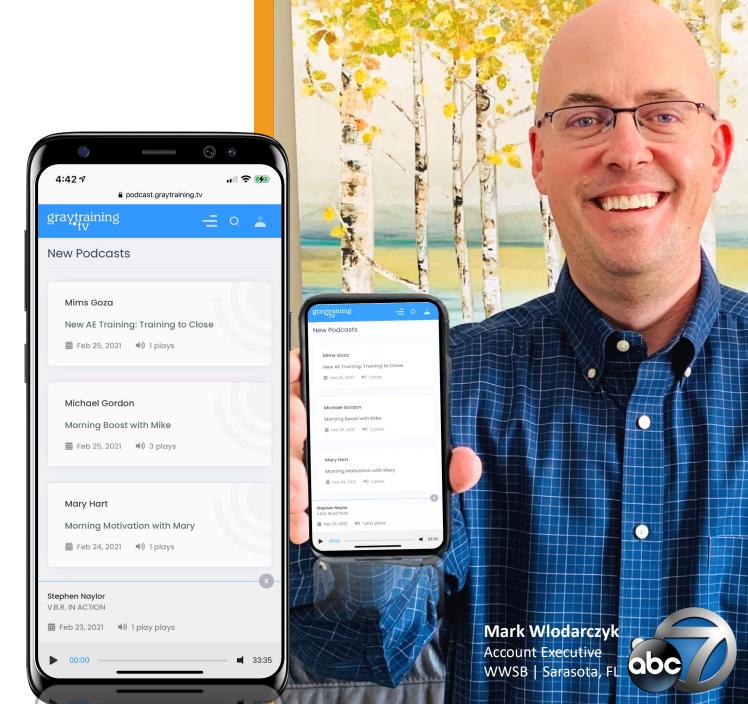
O Designed to arm sellers with helpful information

Mobile phone and tablet optimized

quickly and while they are on the go

Audio clone of GrayTraining.TV (750 topics)

Search by trainer, topic, genre, or category





# ADVANCED AE TRAINING

## JUST A FEW OF THE MOST INFLUENTIAL TOPICS WE COVER IN THIS TRAINING

- Habits of the top 1% in our industry
- Time Management
- Mitigating Churn
- Negotiation Strategies
- V.B.R. Focused Selling
- Digital, OTT
- Closing Ratio

### CUSTOMIZED APPROACH

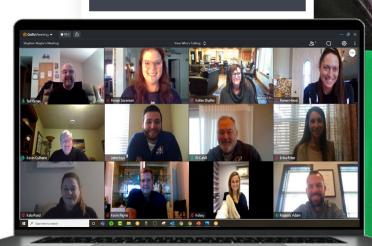


- Small Classes
- Pre Class Assessment
- Individual Attention
- Get Out Of Comfort Zone
- Individual Role Playing

## ACCELERATE RESULTS



- o Sharpen Their Blade
- More Confidence
- o More Time Efficient
- New Local Direct
- Networking







# NEW LOCAL DIRECT

NEW BUSINESS STRATEGIES
THAT GET *RESULTS* 



## **TODAY'S AGENDA**

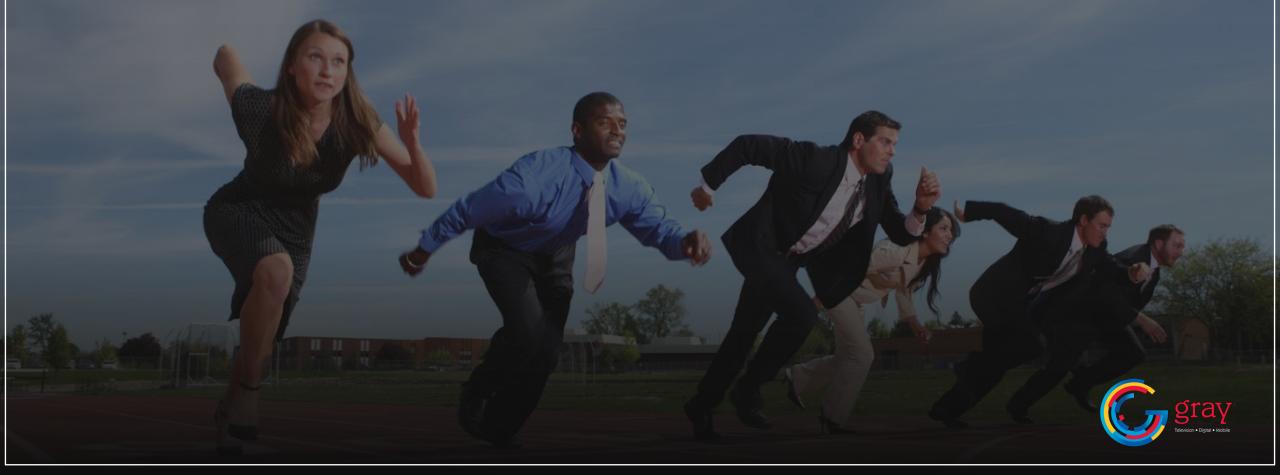


THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!





Is to sharpen your capabilities, push you out of your comfort zone and make you the best at hunting new business opportunities



# BUT FIRST

Let's show you how NOT to do a cold call.



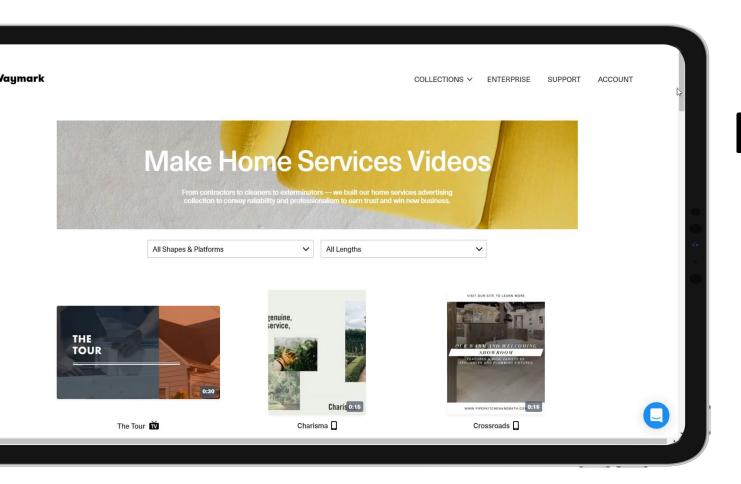
The Expectation

Steal at least one new idea from this training today and be STRONGER, BETTER, & FASTER as a result.









# A NEW RESOURCE FOR NEW BUSINESS

**DEVELOP VIDEO CREATIVE** 

IN UNDER ONE MINUTE

RIGHT IN FRONT OF YOUR CLIENTS

MOBILE OPTIMIZED

TV & DIGITAL READY



Waymark



# QUESTION

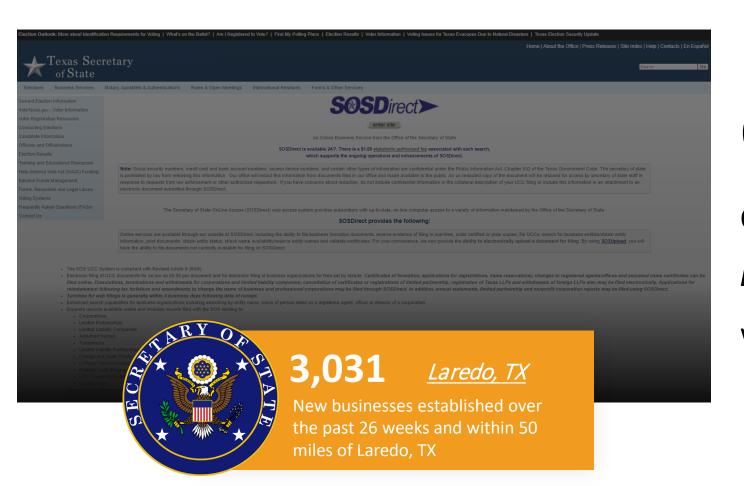
IS THE GOOD STUFF ALREADY TAKEN?



# KGNS+ OPPORTUNITY FUNNEL

How many accounts have billable revenue at your station in Q3 / 2021?	166 17% (28)	
What % has both broadcast and digital?		
How many inactive accounts do you have over the past year?	181	
2 years?	358	
Total accounts in Matrix?	2,394	
How many businesses are within a 50-mile radius of Laredo area?	9,959	
How many good SIC categories can pass credit at your station?	5,203	
Net "good" opportunity	9,793	





# NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over *3,031*NEW BUSINESSES have been created within 50 miles of your station!



# QUESTION

HOW MUCH MONEY WILL BE SPENT IN ADVERTISING (LAREDO ONLY) THIS YEAR?

# \$99 MILLION

# QUESTION

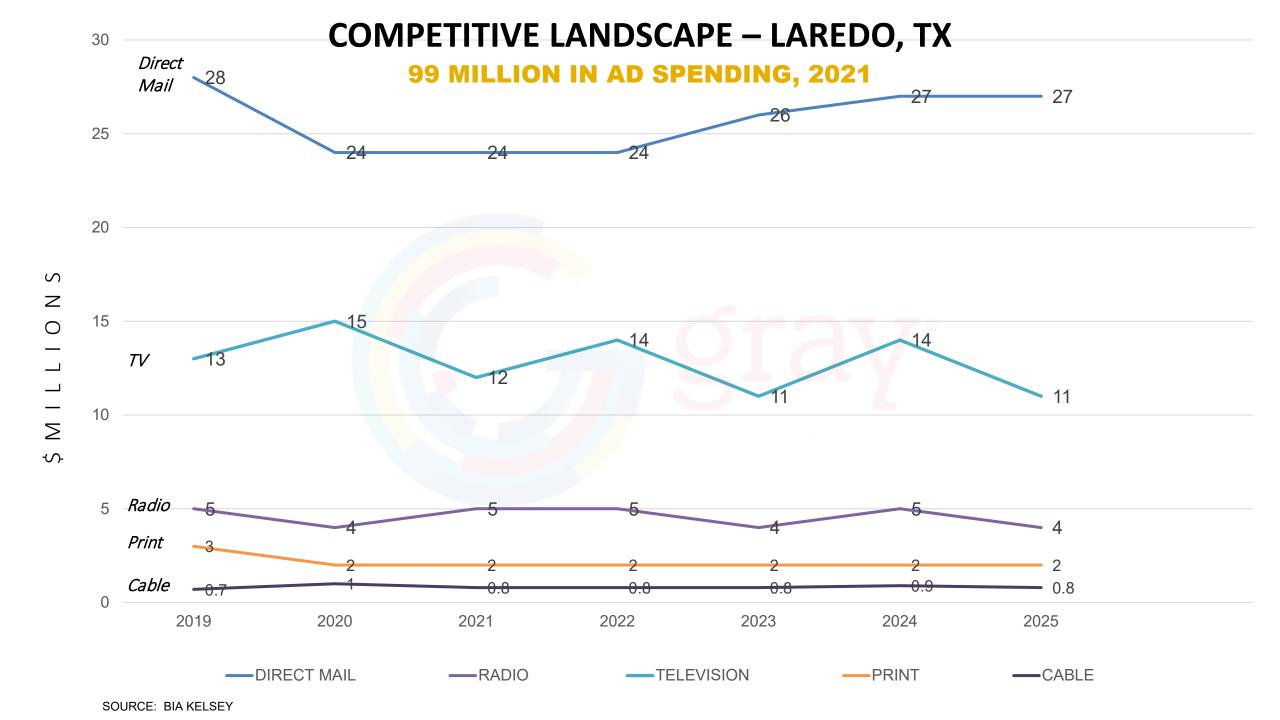
HOW LONG BEFORE YOUR MARKET ECLIPSES PRE-COVID MEDIA AD SPENDING LEVELS?

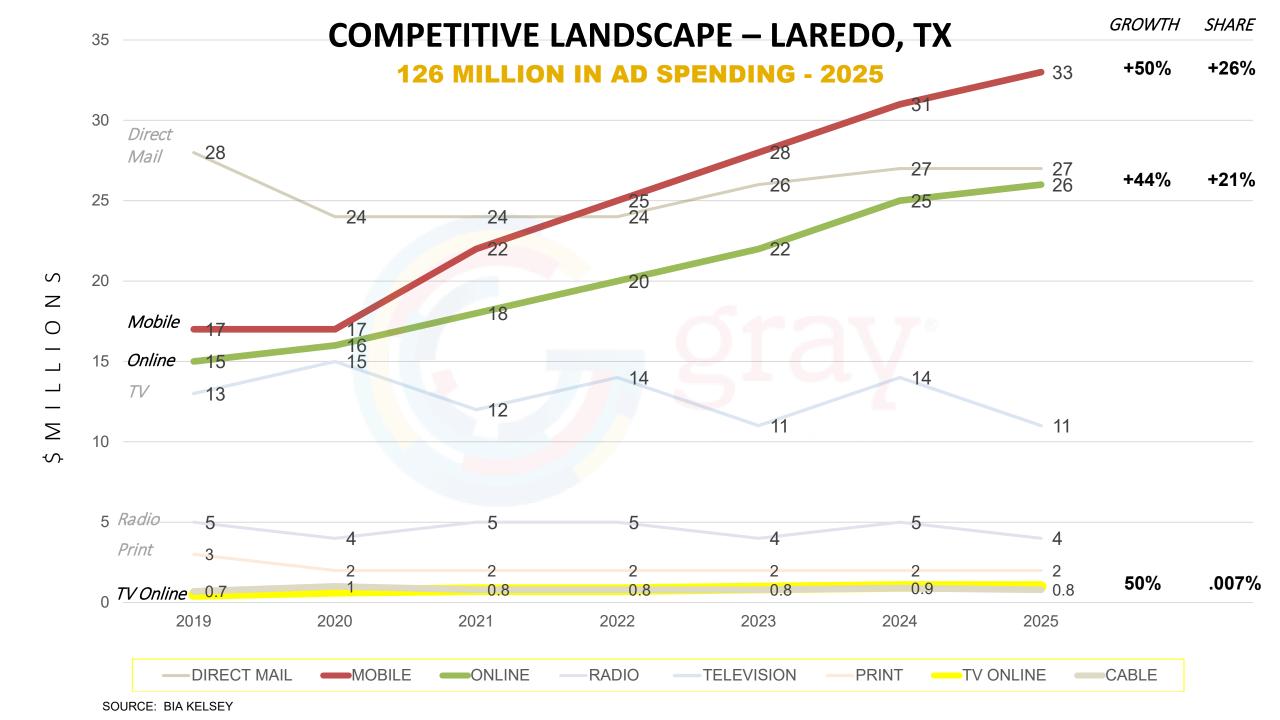
### **MEDIA AD SPEND**

2019 - 2025

—LAREDO, TX



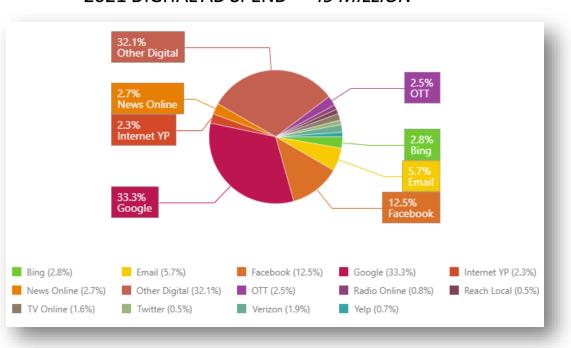




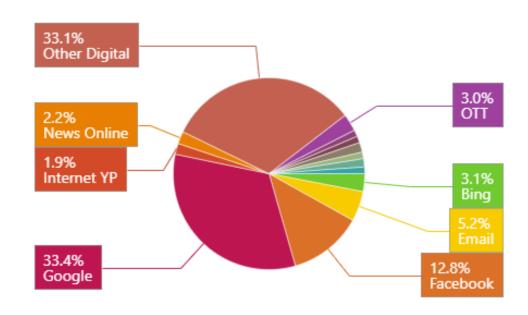
### DIGITAL AD SPENDING

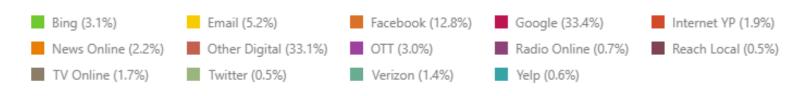
LAREDO, TX

### 2021 DIGITAL AD SPEND - 49 MILLION



### 2025 DIGITAL AD SPEND 72 MILLION







# BEST OF REPORTS / MATRIX

### STRATEGIC REPORTS

- 1. Budget Report
- 2. Ranking Report
- 3. Churn Report
- 4. Inactive Report
- 5. Pacing Report
- 6. Revenue Summary

### DEALS REPORTS

1. Deal Status Report

BY AE - Number of Deals, Status, Deal State, Lost, Won, Pending, Proposed, and Amount

2. Forecasting Report

By Station or AE – Pending, TY, Forecast, Budget, Diff

- 3. Weighted Forecast Report
- 4. Sales Stage Report BY AE Client, What Sales Stage, Time in the Stage, and Close Ratio
- 5. Forecast With Pipeline



# **BEST OF REPORTS / MATRIX**

### STRATEGIC REPORTS

- 1. Budget Report
- 2. Ranking Report
- 3. Churn Report
- 4. Inactive Report
- 5. Pacing Report
- 6. Revenue Summary





\*USE TOP HALF OF SHEET



284

RANKING	INACTIVE	CHURN
		42

# BRAIN-BOARDING EXERCISE

6 questions

5 minutes

Person with the highest percentage of correct answers gets a very nice prize!

READY?

SET?



## EXERCISE - 5 MINUTES

### **RANKING**

What are your top 10 billing categories this year?

What % of your clients with TV revenue booked in 2021 will also have Digital or OTT billing?

### INACTIVE

How many inactive clients do you have over the past 2 years? (inactive for 3 mo., then go back 2 years)

What is the \$\$ worth of those inactive clients with the provided timeline above?

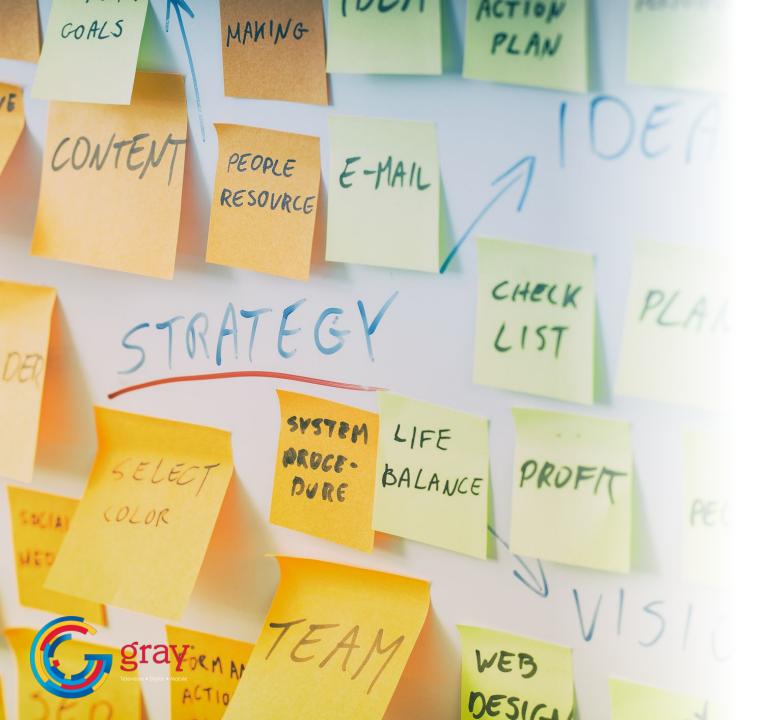
### **CHURN**

How many current billing clients are at risk of not billing or renewing in the next 3 months?

What is the revenue risk for those clients?







# QUICK EXERCISE

- 1. Identify 10 great new sources you can use
- 2. No Media or search engines can be used
- 3. Go for new, unique, or innovative
- 4. You have 2 minutes
- 5. Build your list on your post it sheet

## **NEW SOURCES**

Based on all the great ideas, and sources, shared by the group today, please write down your favorites (top 10-15 sources) that you'll use moving forward.





RANKING	INACTIVE	CHURN
		42_

### **NEW SOURCES**

List 10-15 new sources here

## **SOURCES**

Start Better - Finish Better

#### **Common Sources**

Examples: Traditional Media, Google, Yahoo, YP

Advantages: Many client options, lots of money spent here

**Disadvantages:** Everyone is in that sandbox

#### **New & Innovative Sources**

Examples: Angie's List, JCHS, Facebook, Camfind, Niche

Directories, Secretary of State, Glassdoor

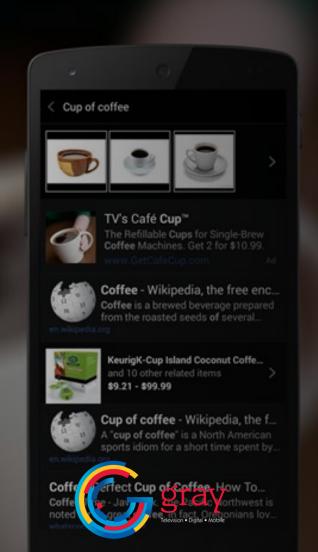
Advantages: Unique opportunities, Problem solving

categories, First in advantage

Disadvantages: Not as much volume

# Get search results without typing



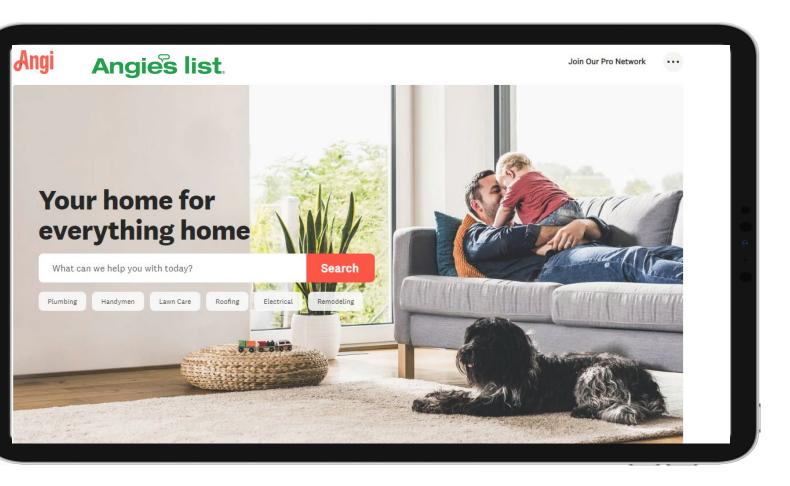


## NEW & INNOVATIVE

SOURCES THAT CAN HELP YOU FIND GREAT OPPORTUNITIES IN YOUR MARKET

## HOME IMPROVEMENT

A Great Way To Find Local Businesses



## Insights

- o Lots of local & regional contractors
- Great ratings and reviews
- Very competitive landscape
- Start-Up ground for home improvement bus.

## Strategy

- Don't start with the "A's," go with the "B's," also look for the companies that are aggressive to grow.
- Show them how you can build demand and trust in the community
- You don't need an Angi rating to determine your success



## HOME IMPROVEMENT

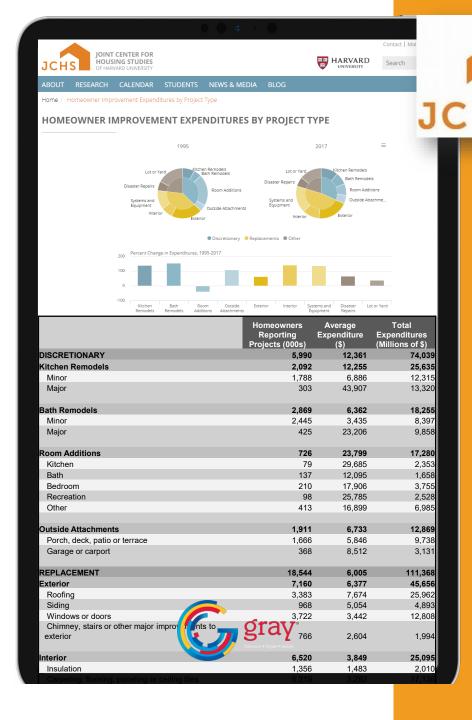
One Of Ryan's Favorites!

## Insights

- Great research from Harvard University
- Covers consumer spending for DIY and Contractors
- Provides a clearer picture of how much consumers are spending locally on certain home improvement categories
- Projection estimates by subcategories are provided

## **Strategy**

- Consult with prospects on your research and the potential consumer spend and growth for their category
- Consumer spending for this category will continue to grow over the next two years.
- Focus on more jobs and higher spend jobs.





## KEY QUESTION:

If I search a business category, do they both show the same search results?

Google vs facebook.



## **FACEBOOK**

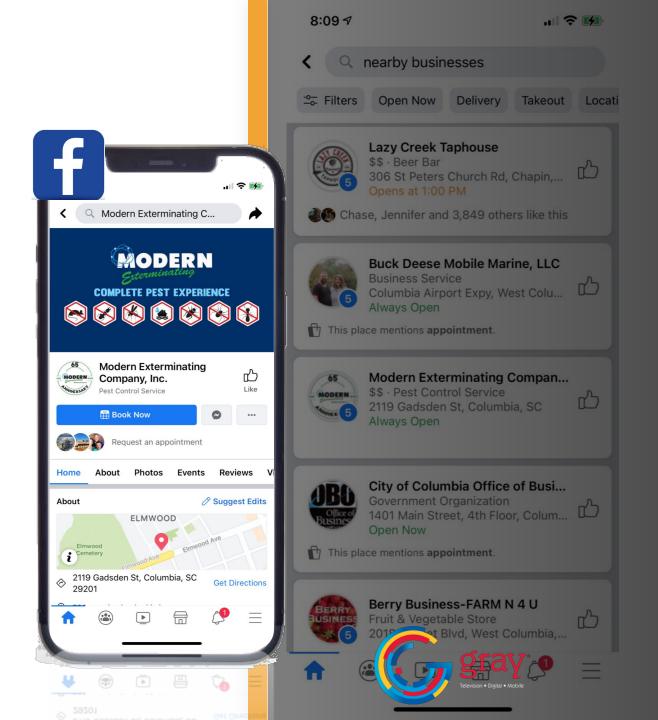
Great Business Opportunities

## Insights

- Search businesses nearby or at a specific location
- o Filter by "open now," takeout, or even product or price
- Filter in your friend ecosystem to personalize the search and better connect with your clients

## Strategy

- Search by businesses near me
- Search by business category
- Search by businesses near a location
- o Find businesses your friends like –create a connection



## **TOP 12 SEARCH DIRECTORIES**

NICHE | VALUE | REVIEWS

















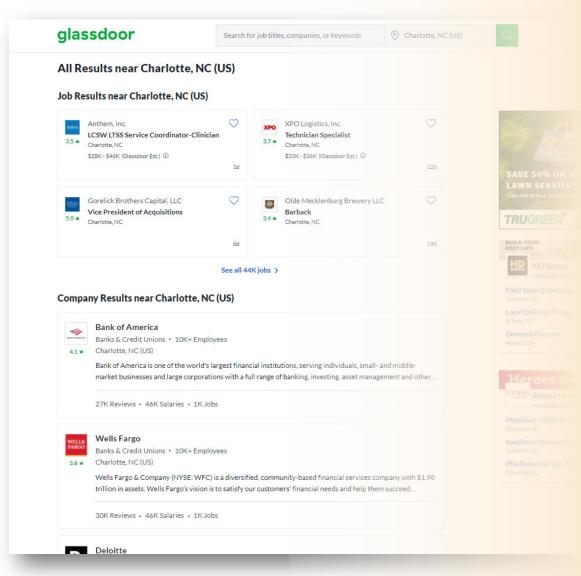








# FIND MORE GREAT DIRECTORIES SEARCHJOURNAL.COM





## RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue





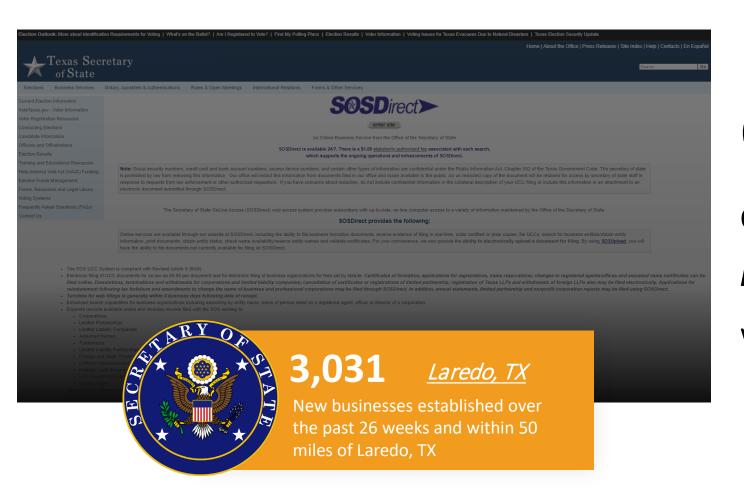


## **Insights**

- Search businesses nearby or at any location
- See companies' top job postings
- Learn more about their culture (good or bad)
- Build a strategy for the good and the bad
- It's not just recruiting great people, it's branding them as the best employer too!

## Strategy

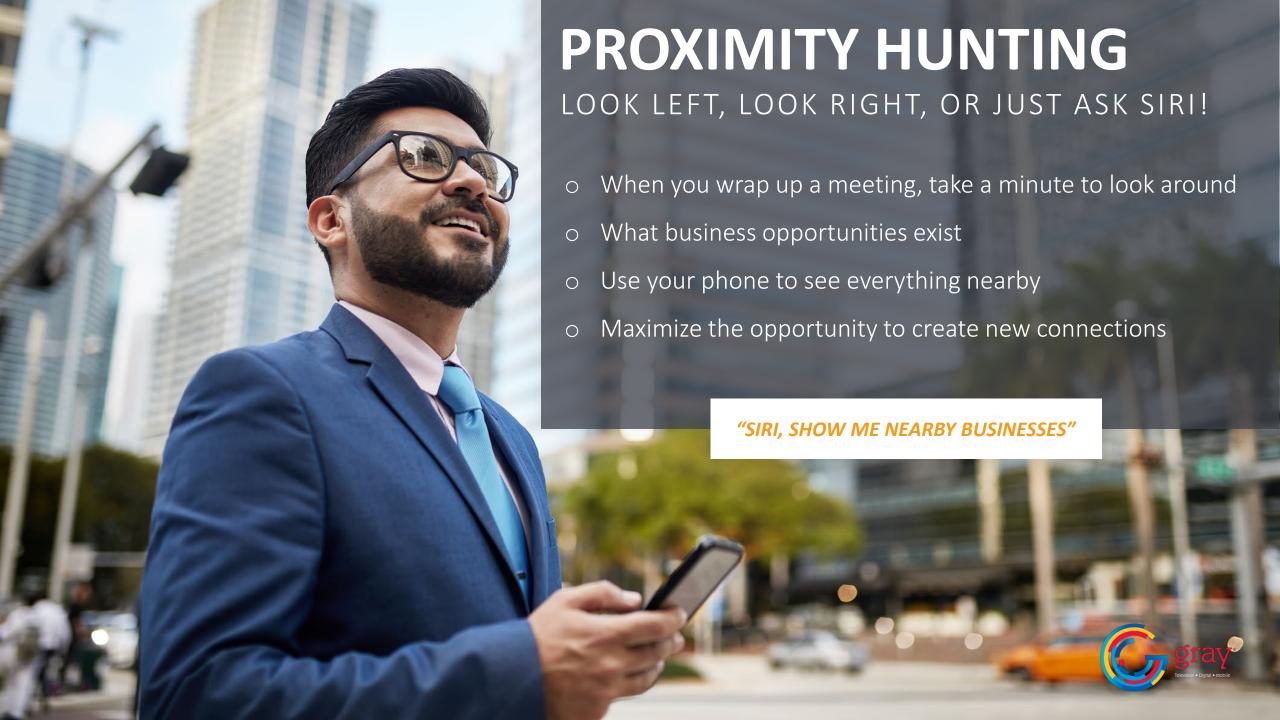
- TV reaches more PASSIVE QUALIFIED CANDIDATES
- It's about quality, not quantity
- Show the community your business is the best place to work, and why, through the power of video
- EOE | OFCCP



## NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over *3,031*NEW BUSINESSES have been created within 50 miles of your station!









## PRINT TO VIDEO

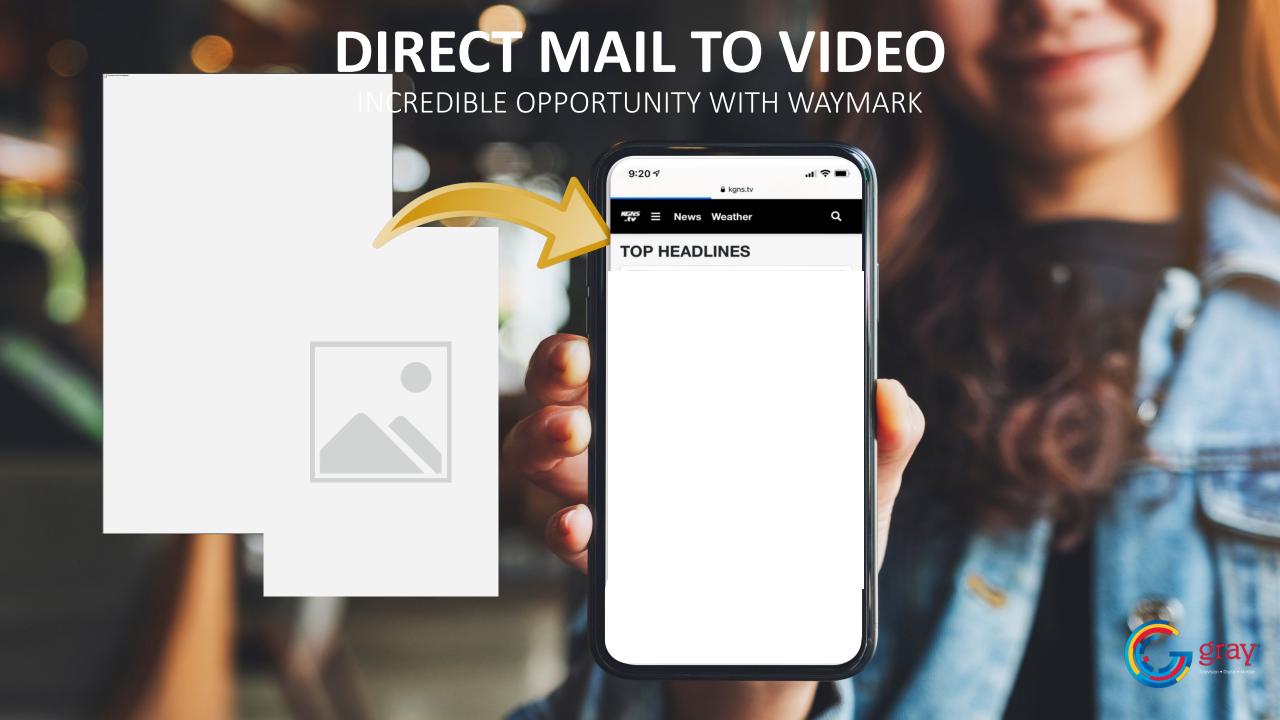
INCREDIBLE OPPORTUNITY WITH WAYMARK

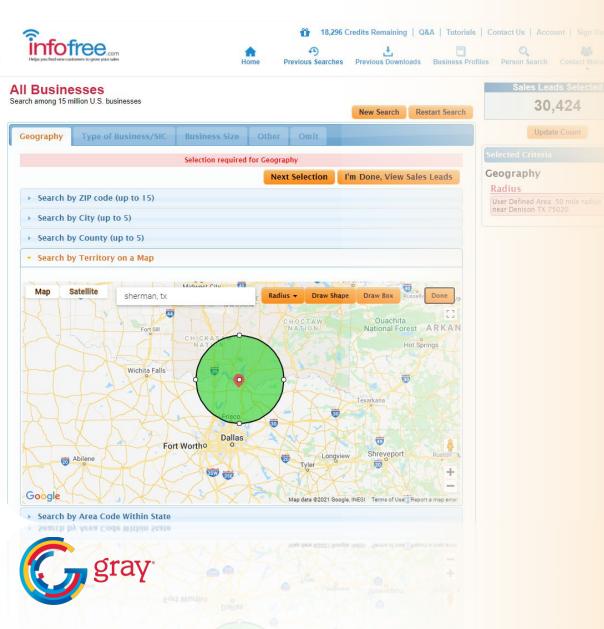
VIDEO IS THE MOST POWERFUL TOOL IN YOUR TOOLKIT – USE IT!

## Strategy

- o Browse your local newspaper and magazines for print ads
- o Create a video campaign with Waymark
- o Go see your client and impress them!







## FIND ANY BUSINESS

**Effective Business Targeting With Ease!** 

## Insights

30,424

- Search and find any business in your area
- Search by SIC or NAICS code
- Filter businesses out by credit rating
- Identify businesses that advertise based on tax records

## Strategy

- recommend every sales manager purchase this (\$50 a month)
- Share leads based on target categories with your sellers
- Identify new accounts to replace churn accounts
- Identify potential consumers by lifestyle choices in geo regions

## TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT VALUE IN FINDING LOCAL BUSINESSES

## COMMON, BUT GOOD SOURCES

























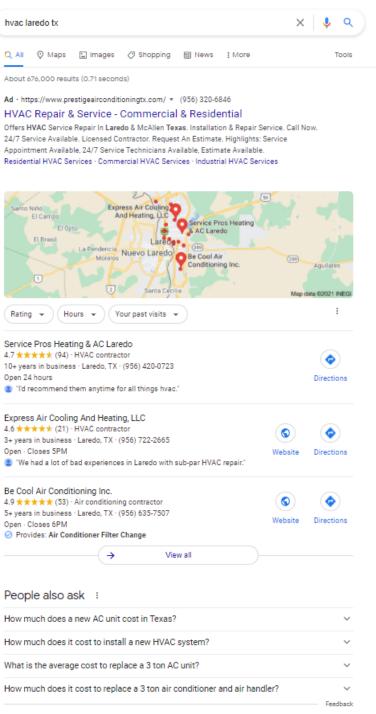


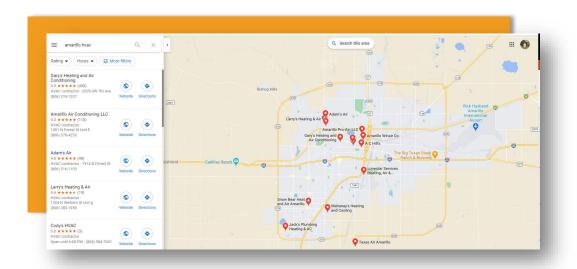


# Google

PAID SEARCH RESULTS > PPC





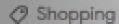


#### **GOOGLE MAPS**

- Search nearby businesses
- Search by target areas
- o Get ratings & reviews
- o See their website and learn
- o Plot your course for the day to effectively call on new business

## **GOOGLE GUARANTEE**







: More

Settings

Tools

Businesses with the "Google Guaranteed" badge are screened, and are guaranteed to get the job done right or your money back/AC maintenance - 20+ HVAC pros nearby

> Evergreen Heating & C... 4.8 \* \* \* \* See reviews

GOOGLE GUARANTEED

Serves Waco

Open now

Lochridge-Priest Inc.

4.9 \* \* \* \* . See reviews

GOOGLE GUARANTEED

Serves Waco

Open now

Sponsored ()



4.1 ★★★★★ See reviews

GOOGLE GUARANTEED

Serves Waco

Open 24/7







- Find great business opps
- o BDB list builder
- Find decision makers
- Learn more about the company and their culture
- Connect with other businesses they are tied to



- Prepare a 30 second commercial and include in your profile
- Add connections to your network
- o Build out a lead list
- Follow your clients and prospects
- Post updates often, especially your best work and testimonials
- o Join groups
- Celebrate accomplishments by others in your network

## **GRAYTVLOCAL.COM**

DON'T FORGET ABOUT YOUR LOCAL BUSINESS DIRECTORY



## **NEW SOURCES**

Based on all the great ideas and sources just shared with you, please write down your new favorites (top 10 sources) that you'll use moving forward.





#### **CURRENT PLAYBOOK**

RANKING	INACTIVE	CHURN
		-1

#### **NEW PLAYBOOK**

#### **NEW SOURCES**

List 10-15 new sources here

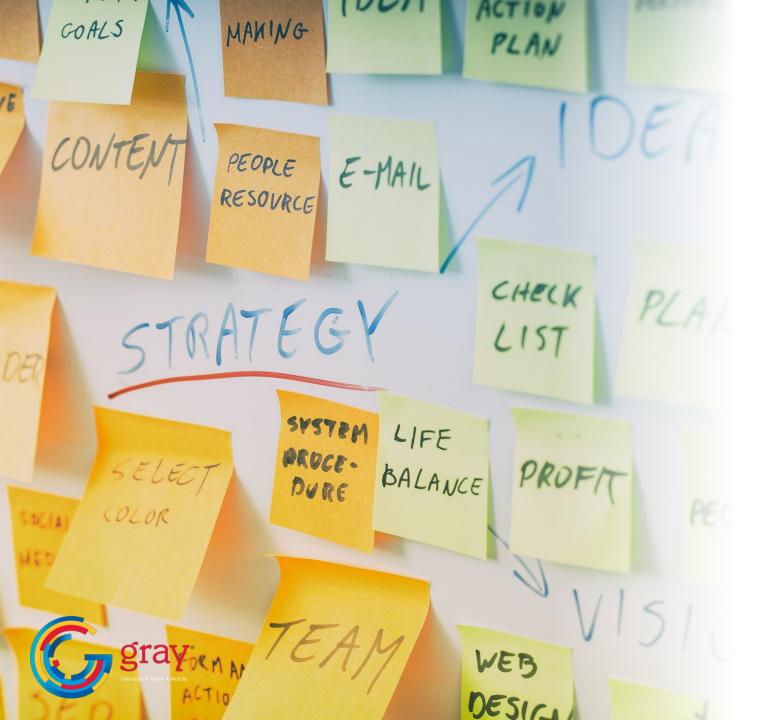
#### **NEW SOURCES**

Add another 10 sources from what we just reviewed

# CATEGORIES DIVERSIFY YOUR STRATEGY







## QUICK EXERCISE

- 1. Identify 10 new business categories you should go after
- 2. They must be different than your current top 10 (top of sheet)
- 3. You have 2 minutes to identify 10 new categories that you feel have incredible potential over the next year.

## **BUSINESS CATEGORIES**

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



#### **CURRENT PLAYBOOK**

RANKING	INACTIVE	CHURN

#### **NEW PLAYBOOK**

#### **SOURCES**

List 10-1.

#### **CATEGORIES**

List 10-15 new business categories here

#### **NEW SOURCES**

Add another 10 sources from what we just reviewed

# TOP LOCAL BUSINESS CATEGORIES 2021



#### **TOP 10**

- 1. ALL AUTO
- 2. PROFESSIONAL / LEGAL SERVICES
- 3. MEDICAL / HOSPITALS / DENTISTS
- 4. FURNITURE / RETAIL
- 5. PLUMBING / HVAC
- 6. BUILDING MATERIALS
- 7. BANKS / CREDIT UNIONS
- 8. OTHER MEDICAL (SPECIALTY)
- 9. CONSTRUCTION TRADES
- 10. FAST FOOD

#### **NEXT 15**

- 1. REPAIR / MAINTENANCE
- 2. LOTTERY
- 3. INSURANCE
- 4. EDUCATION / SCHOOLS
- 5. RELIGIOUS
- 6. HEALTH / PERSONAL CARE
- 7. NURSING / RESIDENTIAL CARE
- 8. HOME FURNISHINGS
- 9. CASINOS
- **10. HOME IMPROVEMENTS**
- 11. REAL ESTATE
- 12. TELECOMMUNICATIONS
- 13. GROCERY
- 14. FLOOR COVERING
- 15. FINANCE

## 335 SIC BILLING CATEGORIES

Auto

Things To Do

Arts / Culture

Classes / Learning

Cornedy

Food & Drink Events

Hunting

Kids Family Fun

Music / Concerts

Painting / Clay

Skydiving / Handgliding

Sporting Events

Places To Go

Local Attractions

Recreation

Travel

Getaways

Even ts

Weddings

Sports & Recreation

Bowling

Camping

Camps

**Fishing** 

Golf

**Hunting Clubs** 

Indioor Sports

Kayak Tours

Leagues

Minature Golf

Paint Ball

Shooting Range/Gun

Training/Education

**Fitness** 

#### Shop pin g/Re tail Accessories Books Botique Bridal Candle Candy / Treats Cell / Accessories Consignment Edible Arrangements Electronics Equipment Eyeglasses / Eyewe ar **Rebrics Frame Purniture** Gadgets Gaming Gift / Novelty Groceries Gun / Ammo Handbags/Purses Hardware Stores Health & Beauty Hobby Jewelry Kitchen Lawn Equipment Lingerie Matern ity Mattress Mens/Women Clothing Music / Instrument Pawn Perfume, Makeup, Skin Plant Nursery Shirts (custom) Shoes **Shopping Centers** Smoke / Tobacco Sports Suits/Professional Wear Sunglasses Thrift Tools Travel Watches

#### Other Services Alterations Attorney's Business Career Catering Church Cleaners Computer Counseling **Education** Financial Funeral Home Hotel / Resort Identity Protection Insu rance Land scaping Party / Events Personal Trainer Pho to graph y Ren tals Salons Schools/Learning 3085 Tailoring Tanning Tree, Land scape Removal Waste Removal Wedding

#### Real Estate Agents Appraisal Brokers **Builders** FS80 Home Inspection Insurance Mortgage Rental

Financial

Auto

Banks

Investments Mortgage

#### Beauty Fitness Ac upu notu re Hair / Salon Hair Removal Hair Restoration Laser Lip o/Cellulite Reduc. Tanning Tato o / Tatoo Removal Toenails / Nails Vericose / Spider Vein Waxing

Bars

Beer Store

Liquor Store

Party Supplies

Wine Store

Nutrition

Organic

Fresh Markets

Vitamin

Whole Foods

Food/Beverage

#### American Access ories ATV Asian Bakery Bost Brakes Burger Detailing Cajun Coffee Education / Classes Coffee Engine Repair Desserts Insuran ce Fast Food Loan Motorcycle Healthy Oil Change / Service Ice Cream / Yogurt Paint Parts/AfterMarket Organic Pizza PRE-OWNED DEALERS Resotration Sandwhich RV\*s Seafood Scooter / Moped Sm oothies Southern Security/Alarm Steak Tire / Wheel Transmission Repair Sushi Transport Wheel Repair Alcohol Window Repair

#### Pets Bath Boarding Equipment Fencing Food Grooming Insuran ce Merch andise Pet Sitters Pet Walkers Supplies Training Transport Vet

Playsets Toys

#### Gyms Crossfit Kids Dance Fitness Kickboxing / Martial Arts Bo unice House After School Lessons Pilates Childcare Pure Barre Clothing Reflexology En tertainment Self Defense Gymnastics / Ballet / Etc. Spin Classes Health Yoga Zumba Learning Party Rentals

```
Animal Removal
  Air Duct / Dryer Vent
       Appliance s
        Architect
       Art / Décor
       Awning:
         Bath
        Builders
    Carpet Cleaning
        Chimney
    Cleaning Services
        Bectrical
    En ergy Efficiency
         Fence
Fire, Water Damage Rest.
   Foundation Repair
     Garage / Door
    Garbage / Landfill
     Garden / Plants
        Gutter
      Home Décor
       Humicane
         HVAC
        Kitch en
       Lo cksmith
    Marble / Granite
       Mattress
         Media
  Mosquito Treatment
        Painting
         Patio
      Pest Control
       Plumbing.
          Pool
    Pressure Washing
      Remodeling
        Roofing
        Security
     Sewer / Septic
         Siding
    Stone / Masonry
        Sto rage
   Sun/Patio Rooms
```

Health Addiction Allergy / Asthma Audio logy Bariatric Cardio logy Chirop ractic Colon Hydrotherapy Dentistry Cosmetic Dentistry General Dentistry Pediatric **Dentistry Sedation** Derm ato logy Earn Nose Throat Fertility **Fitness** Gastro enterology Hair Replacement Home Health Hospice Care Lipo suction Med Spas Medical Equipment Medical Imaging Mental Health **Mobility Services** Nails / Manicure Nutrition OB/GYN Oncology Ophthalmology - Cataracts Ophthalmology - Lasik **Oral Surgery** Orthodonticts Orthopsedics Pain Management Pediatrics Pharmacy Physical Therapy Plastic Surgery **Podiatry Prosthetics** Rehabilitative Services Senior Living Sleep Medicine Spine Supplies / Equipment Urgent Care Window/Gutter Cleaning Wind ows Vascular / Vein Services Womens Health Wound Care

## DOWNLOAD THE CATEGORY LIST





SCAN ME





#### **REAL ESTATE**

- The market is hot now
- Go after the top performing agents
- VIDEO
- Brand Builder



#### **PEST CONTROL**

- You can have fun with the creative on this!
- Competitive
- New Profit Centers

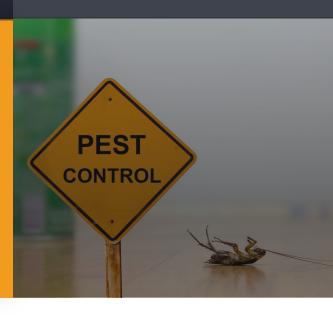
#### **SPRAY ON GRANITE**

- New & Innovative
- Less demolition time
- Fraction of the price
- More design options



#### **RECRUITMENT**

- Big Money
- Non-Traditional
- Passive Audience
- Quality over Quantity



### SOME OF RYAN'S FAVORITE CATEGORIES

## **EMPLOYMENT PROJECTIONS**

**TOP 15 CATEGORIES | 10 YEAR FORECAST** 

https://texaslmi.com/LMIbyCategory/ Projections

CATEGORY	% CHANGE	JOB ADDITIONS
Education	31%	340
Personal Care	22%	174
Food Services	19%	334
Building and Maintenance	15%	172
Religion	14%	200
Janitorial	8%	63
Pest Control	6%	81
Technical Operations	6%	127
Office Administration	6%	174
Healthcare Support	5%	117
Dental	5%	600
Transportation & Moving	5%	2,645
Truck Drivers	4%	1,737
Retail	3%	1,317

## **SERVICE COMPANIES**



#### **QUESTION**

What's a customer worth for a landscaping company?

WHAT'S THE COST OF LAWN SERVICE **EACH MONTH?** 

\$200

**HOW MANY MONTHS** OUT OF THE YEAR?

How long does the average family live in a home?

**13 YEARS** 

1 NEW CUSTOMER = \$20,800



## YOUR MANAGER'S RECOMMENDATION

#### TOP NEW BUSINESS CATEGORIES TO FOCUS ON

KGNS				
1. PI Attorneys	\$7.5m			
2. Automotive, beyond the dealer	\$1.7m			
3. Home Improvement (HVAC, Plumbing, Addit.)	\$1m			
4. Dental Services	\$1.6m			
5. Elective Surgeries	\$2.5m			
6. Restaurants	\$4.9m			
7. Real Estate	\$2.8m			
8. Trucking	n/a			
9. Recruitment	\$1.5m			
10. Furniture	\$1.3			

# ANDREW DAVIS' TOP 10 FAVORITE LOCAL CATEGORIES





CVB's

Education

Local Pharmacies

Travel/Leisure

Insurance

Electricians

Tax Preparation

Cosmetic Surgery

Catering

Fitness Centers

## **BUSINESS CATEGORIES**

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



#### **CURRENT PLAYBOOK**

RANKING	INACTIVE	CHURN

#### **NEW PLAYBOOK**

#### **SOURCES**

List 10-15 new sources here

#### **CATEGORIES**

List 10-15 new business categories here

#### **NEW SOURCES**

Add anoth

what we reviewed

#### **NEW CATEGORIES**

List 10 new business categories here



# MY FIRST RECOMMENDATION

Don't do a
Dwight!







#### THE MOST COMMONING

- I'd like to setup a time to conduct a CNA
- You are on my list and I'd like to stop by
- I'd like to stop by with my manager
- I want to talk to you about your advertising
- I saw your ad on another TV station
- I've got this really cool new Digital product you need to see
- I'm going to be visiting one of your competitors near you next week, how about I stop by
- We are the #1 station in the market
- Are you interested in growing your business



# LET'S TRY A NEW WAY TO ENGAGE OUR CLIENTS





#### VALID BUSINESS REASON

THE REASON THE TARGET WOULD WANT TO MEET WITH YOU AND NOT THE REASON YOU WANT TO MEET WITH THEM!



#### **CLIENT INTERVIEW & PERSPECTIVE**



#### **CLIENT INTERVIEW & PERSPECTIVE**





INDUSTRY CHALLENGE



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION

# THE FIVE PILLARS of a powerful VBR





INDUSTRY CHALLENGE



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION

# THE FIVE PILLARS of a powerful VBR





CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION





dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth upwards of 225.2M in the Memphis area this year



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION





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CATEGORY KNOWLEDGE

Educating drivers on trusted alternatives that put them in control of where and why they take their car for repair is a consistency and momentum opportunity



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I'd like to schedule a business conversation to discuss 2021 and what we can do to help you create sustainable momentum and connect quickly with a trusted message your customers can connect with.



BUSINESS CONVERSATION





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**BUSINESS CONVERSATION** 

















#### **ADDITIONAL V.B.R. STRATEGIES**

If you build it, the right meetings will come



visit graysales.tv

#### REMEMBER

THERE ARE TWO WAYS YOUR CALL OR DROP - IN CAN BE PERCEIVED BY A CLIENT



Z.B.R.

V.B.R.

**ZERO** BUSINESS REASON

**VALID** BUSINESS REASON



#### CRATTILE IDEAS INAT WILL GET YOUR FOOT IN THE DOOR!



Sets the stage for a business conversation, not a sales conversation

First step in the closing process

You cut through the clutter of other AEs

WHAT'S IN IT FOR YOU?

01

05

Best time management tool you'll ever have!

Illustrates potential for you and the client

Removes the problem of time-wasting prospects

Tells them they're dealing with someone who has done their homework

States purpose, opportunity, and potential

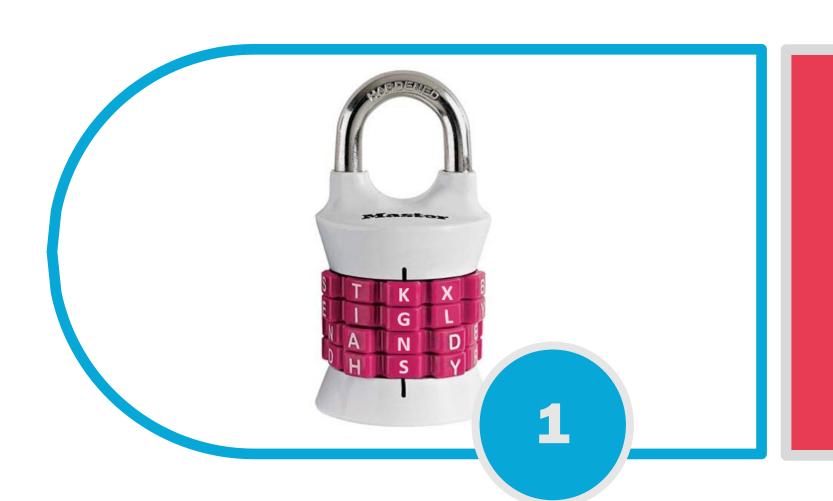
Lets them know they're not dealing with the average seller.

01 02 WHAT'S IN IT FOR YOUR CLIENTS? 05 04

Respects their time

Gets them motivated about an opportunity to plug a hole, solve a problem, or grow.

Connects on a business level

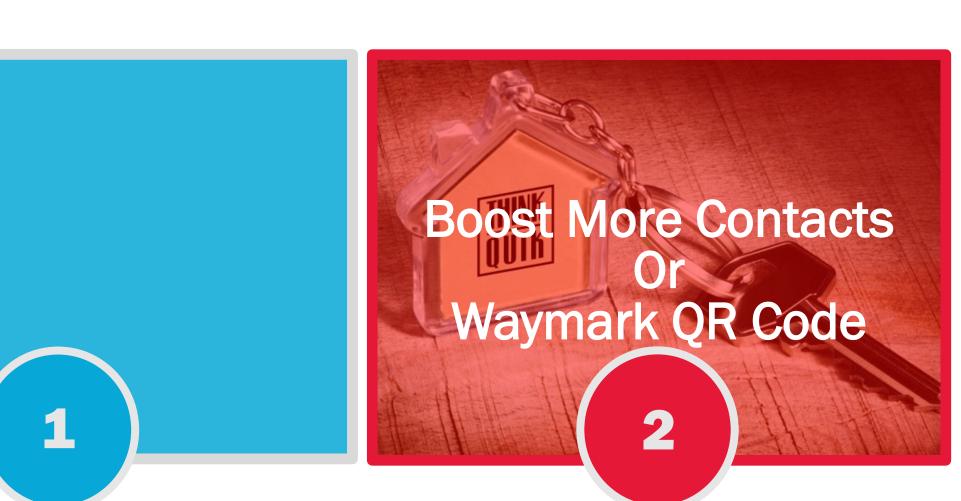










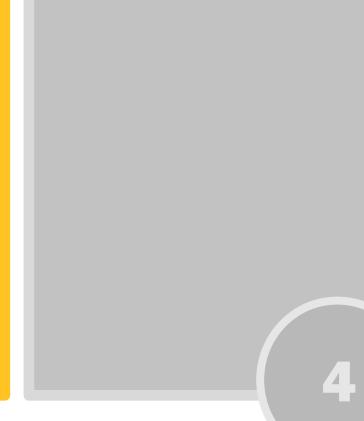




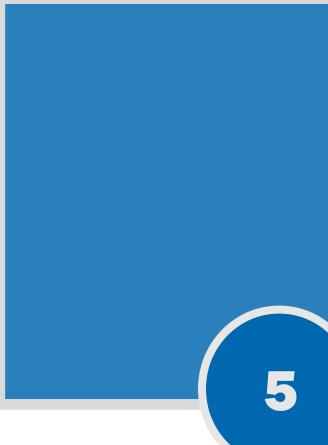
4

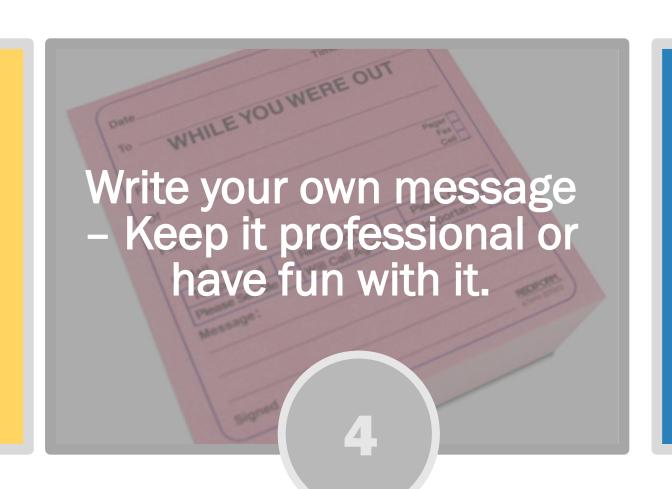




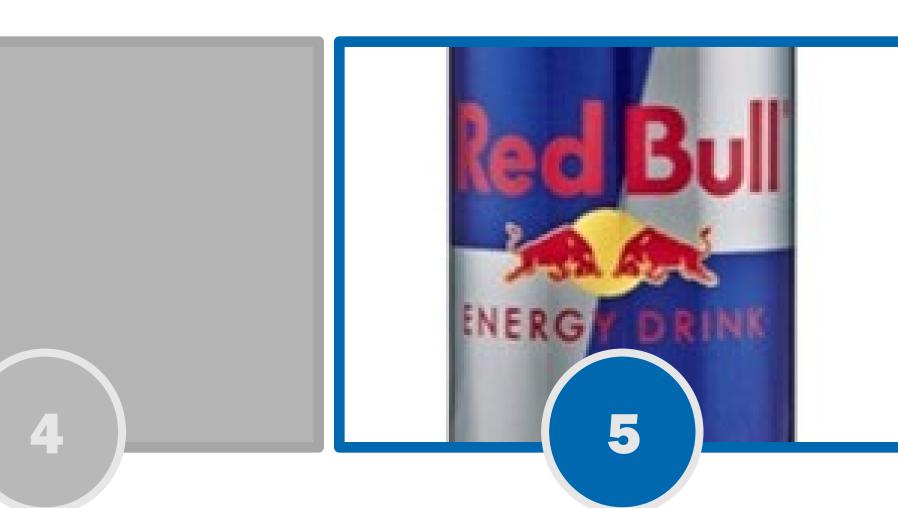


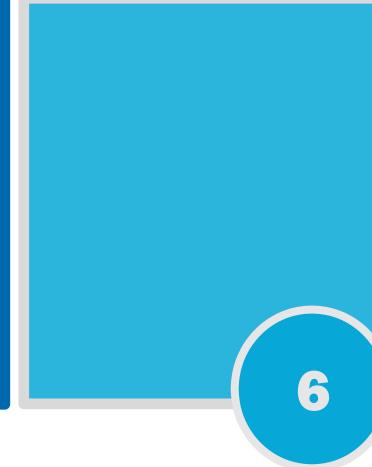






















#### IMPRESSIVE IDEAS THAT WILL GET YOUR FOOT IN THE DOOR!







Scan with your Phone's Camera



FORWARD?

**Need More Ideas? Contact Me** 

> **Ryan Burlison** 555-555-5555





**VIDEO PRESENTATION BOXES** 

www.videoplusprint.com













# **Crafting A Valid Business Reason**



Would you take this appointment?

Hi, this is Ryan with KGNS, I'd like to speak with the person in charge of your advertising and marketing...

I want to stop by and talk to you about your advertising.

What does your calendar look like this week?



Hi, this is Ryan with KGNS. I'd like to speak with the person in charge of your advertising and marketing...

The Heating & Air industry is hot right now! I want to show you some ideas to grow your customers!

Better, but still NOT GOOD ENOUGH!

What does your calendar look like this week?

# LET'S DO OUR HOMEWORK FIRST!



#### Site Source:

While our industry has excelled as an essential business in 2020 — from the cold chain to HVAC systems to keep our homes, hospitals, and other critical infrastructure operational — COVID-19 will continue to impact our industry and economy throughout 2021.

Residential air conditioning demand has remained high due to the massive shift to working from home and homeowners investing in their homes.

Remote working will continue into 2021 and indoor comfort will remain important, so I anticipate that this will shore-up short-term demand.

However, we are entering a phase where the replacement volume of installed base (systems installed 15 years ago) will trend down. Gains in new construction will not offset this downward trend.

Commercial HVAC will likely remain subdued as the real estate market adjusts to the impact of COVID-19, including the significant impacts on office space, hotels, restaurants, and retail (to name a few). IAQ will get increasing attention, whether that means fresh air intake, enhanced filtration, humidity control, or UV lights. Our industry should lead in this important (and previously underappreciated) area. It will become more important in the residential market, too.

# WHERE'S THE GOLD?



- 1. IoT technology will improve among homeowners, including remote monitoring and control over the HVAC system.
- 2. Renewed tax credits for the installation of new residential geothermal systems.
- 3. There will still be a shortage of tradespeople for the HVAC industry.
- 4. Demand for indoor air quality products will increase.
- 1. More Americans will continue to work from home.
- 2. The HVAC system replacements and service work will continue, but ...
- More and more professional HVAC companies will also affect improvements on the home: air-sealing the envelope, insulation, ventilation, and moisture management (humidification and dehumidification).

#### Federal Income Tax Credits and Other Incentives for Energy Efficiency

Tax credits for residential energy efficiency have now been extended retroactively, through December 31, 2021. The tax credit for builders of energy efficient homes and tax deductions for energy efficient commercial buildings have also been retroactively extended, through December 31, 2021.

The tax credits for residential renewable energy products are still available through December 31, 2021. Renewable energy tax credits for fuel cells, small wind turbines, and geothermal heat pumps now feature a gradual step down in the credit value, the same as those for solar energy systems.

Use up to 30% less energy in your home by outfitting it with ENERGY STAR certified products, available across more than 75 categories. ENERGY STAR certified products are independently certified save energy, save money and protect the environment



Hi, this is Ryan with KGNS. I'd like to speak with the person in charge of all your advertising and all your marketing...

The Laredo market is HOT right now!....having grown 40% in recent years, which means there are a number of opportunities for new installs and service contracts!

From our meetings with HVAC clients around the country, 2020 was a bit of a rollercoaster ride, but as families continue to run their systems longer hours by working remotely, they're realizing they may be inadequate and needing more service.

I have some great ideas and concepts that I'd like to share with you. Let's get together and have a business conversation and discuss how we can get you in front of the right customers, with the right message, and right at the time they're showing intent!

How does your calendar look in the next few days to have a business conversation on these ideas?









# 10 New Plumbing Industry Trends to Watch in 2021

As a home service business owner, it's important to stay on top of the latest industry trends and plumbing software so you can provide the best available solutions to your customers.

The more you know about what to expect in 2021 and over the next few years, the better you can future-proof your plumbing business, take advantage of the available technology, and anticipate changes in customer expectations.

Here are some of the emerging trends and predictions that will shape the plumbing industry in 2021.

#### 2. Even More Customers Using Mobile Search



If your website isn't responsive, you're going to lose out on potential business. Why? Because your would-be customers can't navigate your website on their phones – which is how a large percentage of consumers are searching for local home service businesses.

A responsive website is one that's built to look great on any screen, regardless of size, so it can be used easily on any device. However, if you're still using an outdated website that's not responsive, consumers might not even be able to load the homepage, let alone navigate the site or find your contact information.

#### 1. Online Engagement Will Matter More Than Ever

In 2021, online engagement will be more important than ever for plumbers. This is true for any type of home service business, not just plumbing.

Think about it – when a customer is looking for a local business, they're searching online. That means your online presence will directly affect whether someone chooses to hire your or not – or if they'll even see your business in the list of results.

So, aside from optimizing your website SEO and claiming your Google My Business listing, you should put some effort into your social media presence. Standing out on social platforms is one of the most cost-effective ways to connect with potential customers with your plumbing business.

#### 3. A Growing Need to Educate Customers

Plenty of customers shop around for the most cost-effective plumbing services. However, low-cost doesn't always equate to a great deal – especially if it means lower-quality work in exchange for the lower rate.

Since it's often quick and easy for consumers to compare rates online, it's important to educate customers about the importance of quality craftsmanship. This isn't necessarily about justifying the cost, but about helping people understand what they're paying for and improving your customer relationships.

Plus, for many home service businesses, it's impossible to compete on price alone. If everyone did that, the margins would keep on shrinking – and nobody wins in a race to the bottom.

It's much more sustainable to inform your customer base about the value provided by your expertise. So, whether you invest in content creation (adding a blog to your website and sharing videos or photos on social media) or add an FAQ to your website, you need to find a way to educate consumers and establish yourself as an industry expert.

### 4. Online Reviews Will Make or Break Your Reputation

You already know that your reputation is your livelihood – and that's not changing anytime soon. But what has changed is the way consumers learn about your business.

Customer reviews are one of the biggest factors that influence your reputation. Increase your positive reviews by asking happy customers to write a brief comment about your professionalism.

If you do get any negative reviews, it's best to respond as diplomatically as possible. Try to get to the root of the issue and encourage the customer to give you a call so you can clear things up or even send an automated email using our plumbing software to handle it.

Hopefully, you'll be able to fix the issue – and maybe even convince the customer to reconsider their initial review.

#### 10. The Competition is Growing – But So Is Demand

There are a lot of plumbing professionals out there. In fact, in 2016 there were almost 470,000 plumbers in the United States – and that number is only increasing.

More people are entering the trade. The Bureau of Labor Statistics predicts that the plumbing industry will grow by 24% from 2014 to 2024.

But just as the competition is heating up, so is demand for plumbers. In fact, reports suggest that no plumbing company holds more than 1% of the market share in terms of revenue.

To improve your odds of success? Keep up with the latest industry best practices, never stop learning about your trade, and take advantage of everything Housecall Pro can do to streamline your business.

#### 6. Greater Concern About Aging Pipes

Considering that the average age of pipes around the US is 47 years (and some pipes in New York and Philadelphia are almost double that), the problems caused by aging pipes in entering public awareness more than ever.

You may or may not find customers asking about pipe relining before an incident occurs, but you'll definitely get calls from people dealing with the consequence of waiting too long to replace or reline their pipes. This will include a range of issues, from leaking pipes to major plumbing issues to damaged property.

To prepare for the influx of issues related to aging pipes, make sure you and your team have the right tools, training, and knowledge to handle these problems.

### 9. Trenchless Technology is Becoming More Popular

Technology isn't just good for saving your customers money on water usage, it can also help you work more efficiently. For instance, trenchless technology offers an alternative to the traditional method of installing and repairing pipelines.

Unlike traditional sewer lines, this tech provides a faster, cost-effective solution that requires considerably less manual labor. Rather than digging up the client's property to install the pipeline, you only need to create small openings at both ends of the pipe.

Plus, it's easier to figure out what's going on when plumbing issues arise – because you can view the inside of the pipe with a camera.

Hi, this is Ryan with KGNS. I'd like to speak with the person in charge of all your advertising and all your marketing...



\$88M is projected to be spent on plumbing needs alone in 2021! I'm not sure what your share of that market is currently, but I do know our job is to work with you to grow it quickly and consistently! In the last year, people have been living and working remotely, which has put dramatically more stress on their plumbing and causing it to need service much sooner.

Combine that with a record amount of spending on home improvement and you have huge opportunity, as long as the right marketing plan is in place, that's where I come in and can help you.

Let's get together this week and brainstorm ideas...







#### \$1,019,652.00

Won via jury verdict for 14-year-old boy with traumatic injuries sustained in an auto accident.

**Continue Reading** 

Continue Reading

#### \$1,000,000.00

Obtained on behalf of a man who suffered significant injuries in a motorcycle accident when another driver turned in front of him on a busy road.

#### \$5,000,000.00+

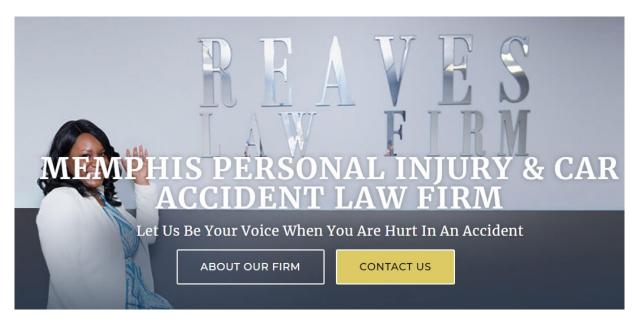
Confidential settlement reached in excess of \$5 million in car accident case involving defective airbag.

**Continue Reading** 

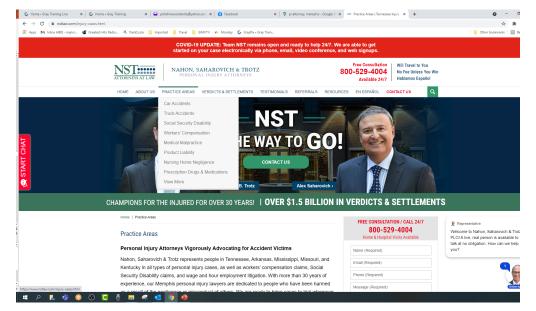
#### \$2,200,000.00

Recovered in car accident case against construction company in which our client suffered a traumatic brain injury.

Continue Reading







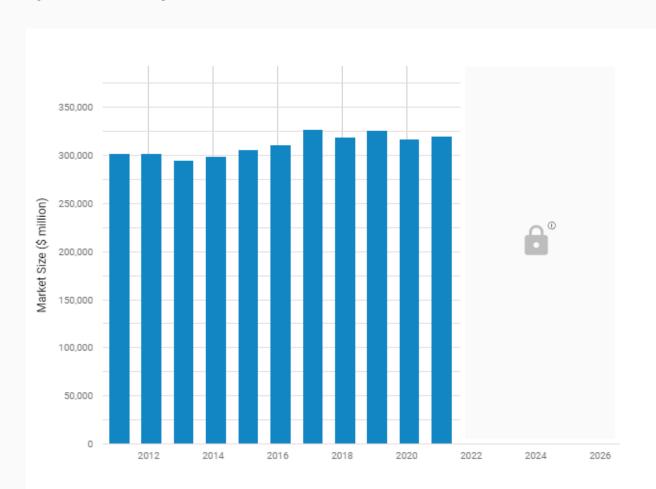
# Proposals aim to limit 'visual clutter' of attorney billboards on Louisiana highways; here's why:

BY WILL SENTELL | THE ADVOCATE



### Law Firms in the US - Market Size 2001-2026

Updated: January 25, 2021



\$319.7bn Law Firms in the US Market Size in 2021

0.8% Law Firms in the US Market Size Growth in 2021

0.6% Law Firms in the US Annualized Market Size

Growth 2016-2021

Law Firms in the US Market Size Growth

2021-2026

Curious about what drives these trends? IBISWorld's Law Firms in the US Industry Report has got you covered.

**VIEW INDUSTRY ANALYSIS** 

Hi, this is Ryan with KGNS. I'd like to speak with the person in charge of all your advertising and all your marketing...



Attorney marketing trends are firmly focusing on trusted campaigns with strong community connections and educational elements. These are paramount in 2021.

As THE trusted brand in Laredo for 65 years, we know community more than anyone else and we have trust that drives awareness and consistency! Let's talk ideas!

What day works best for you this week to have a business conversation on ideas that will build even more trust equity with the Laredo community?







# **GRAYSALES.TV**

search.

Tags Search Options





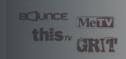
great ideas







worth over

























#### 3M



# V.B.R. DEVELOPMENT

#### STEP 1:

Write down the pillars of the V.B.R. on your brain-board sheet.

#### STEP 2:

Managers should go ahead and select a category for their assigned seller, then write it down on the sheet.

#### **CURRENT PLAYBOOK**

RANKING	INACTIVE	CHURN
		47

#### **NEW PLAYBOOK**

#### **SOURCES**

List 10-15 new sources here

#### **CATEGORIES**

List 10-15 new business cateries here

#### V.B.R.

Write the pillars of a VBR here

#### **NEW SOURCES**

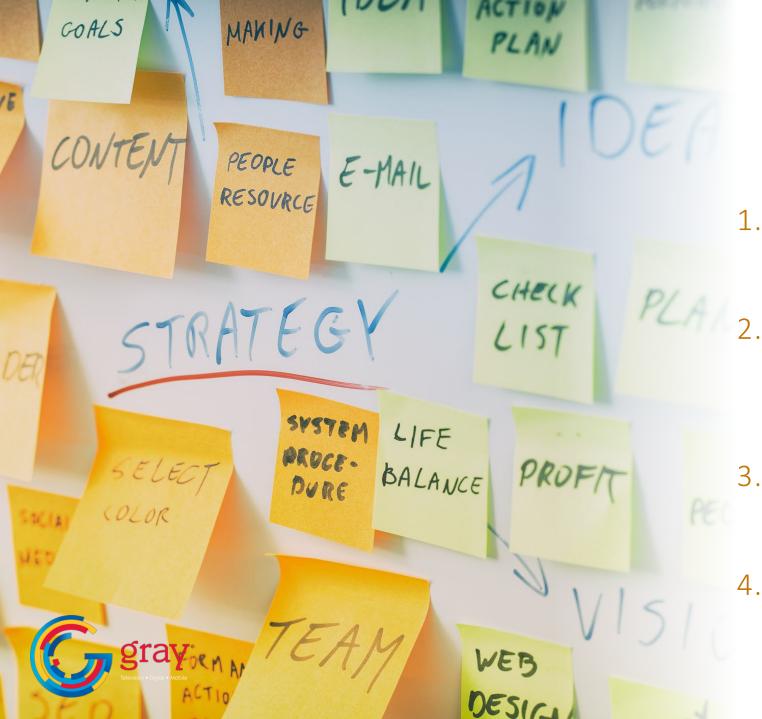
Add another 10 sources from what we just reviewed

#### NEV

List 10 new business categories here

#### **VBR CATEGORY**

Manager should post the selected category here



# **EXERCISE**

- 1. A manager will pick a category on your new playbook for you
- 2. You'll have 15 minutes to find compelling research & insights for your category
  - 3. Work with your assigned manager to find the right intel.
  - 4. There is a prize for the best V.B.R. pitch TAKE THIS SERIOUSLY!



# GATHER CATEGORY INTELLIGENCE

15 MITNUTES



# **EXERCISE #2**

### NEXT STEPS

- 1. Organize the intel you gathered
- 2. Start writing your script for a cold call
- 3. You have 15 minutes
- 4. Work with your assigned managers to craft the perfect script
- 5. Practice the best V.B.R. pitch will take home a cash prize!



# 15 MINUTES

### **V.B.R PILLARS:**

- 1. INDUSTRY CHALLENGE
- 2. CATEGORY KNOWLEDGE
- 3. OPPORTUNITY OR IDEA
- 4. BUSINESS CONVERSATION
- 5. CONVICTION!





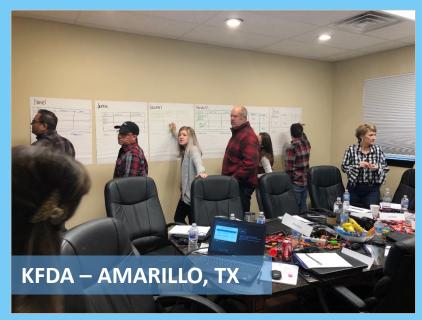
# NEXT STEPS

What have other stations accomplished after this training?











# NEW BUSINESS WORKSHOP

SHARPEN YOUR HUNTING SKILLS

WHAT YOUR
COLLEAGUES IN
OTHER MARKETS
ACCOMPLISHED





120 appointments

432K

# RESULTS

**EXCEPTIONAL PERFORMANCE** 

110 appointments

**369**K

# DOWNLOAD TODAY'S PRESENTATION



SCAN ME



# Mhat Questions DO YOU HAVE

