



CONSULTATION GUIDE

As a participant in the Tully's Training in-home sales training, this manual reinforces the session you participated in and focuses on how to increase your profitability as a Tully's Training Expert. You have taken an important step in enhancing your selling skills.

It's every salesperson's desire to build greater trust with potential clients by becoming the expert in the decision maker's eyes and to differentiate themselves from their competition. Luckily for you, you are the expert! While most salespeople have to learn about what they are selling – you already know! As a professional dog trainer, we both know that you are the expert when it comes to training canines. But it doesn't matter if we know it – the dog owner needs to know it! If the owner identifies you as the end-all be-all expert in dog training, it will make the sale a lot easier. Why? Because the owner will trust you. There's no silver bullet to making this happen. Nobody is born a homatologist (an in-home salesperson who has mastered the skills necessary to diagnose a dog owner's problem and prescribe the appropriate solution). It takes time to learn the science behind what makes a great salesperson and effort to practice the art.

After dedicating the time to complete this session, you will have the knowledge needed to successfully sell more programs and generate additional revenue and profit for each job. You will need to make the commitment to practice your craft once you leave here.

Since the In-Home Selling System makes the selling process repeatable, and if it's repeatable it's perfectible – you'll have plenty of opportunity to practice. Use this manual as a tool to help keep these proven techniques top-of-mind in the future.

Remember, practices creates perfection!



STEP 1: WARM-UP

Your objective during the Warm-Up step is to begin with developing the trust of the dog owner as well as understand what their objections are to closing the deal.

SET EXPECTATIONS

Before you enter a customer's home, ensure that your visit will be pleasant and profitable by setting their expectations.

When setting an appointment with a prospective buyer:

- Ensure that the dog owner is available for an appropriate window of time to allow for all of their questions.
- Ask that all decision makers be present so that you can answer all questions at once in order to create the most accurate program for the dog.

By setting expectations:

- The dog owner will feel more comfortable and won't be surprised when you need to evaluate the dog.
- The dog owner will be prepared to hear about your services and will be more receptive to receiving a comprehensive program.

Setting the Tone

Before you even ring the doorbell, there are several things you can do to help set a positive tone and bring down the shield of ice.

Set a positive tone by:

- Being on time for your appointments
- Taking care of where you park – never park in their driveway.
- Being sure to use all walkways and not to step on any landscaping
- Noting that some customers may be offended by smoking or the smell of cigarette smoke.
- Remembering to turn your radio off or the volume down when you enter the neighborhood.
- Introducing yourself and anyone with you when the dog owner answers the door and remind them why you are there.
- Asking if where you're parked is okay and for permission to enter their home.
- Dress in a clean and professional manner.



WARM-UP: SETTING THE TONE CONTINUED...

Once you are inside the home:

Your first objective is to bring down the shield of ice. This is the best interest of the customer. You want this to be a pleasurable experience for them.

Remember to smile. This won't be an enjoyable experience for the dog owner if they don't believe you are enjoying it.

Your main job during the Warm-Up is to **listen**. Remember, whatever the dog owner says can and will be used against them to overcome an objection and close the sale.

Start transitioning control from the dog owner to yourself. Use transition questions before you begin your sales presentation. Before leaving the Warm-Up, ask these two transition questions verbatim:

“How long have you been thinking about getting [dog’s name] professionally trained?”

“What made you decide to do it today?”

These two questions will make them verbalize that they have a need and will help you identify any objections that could prevent you from closing the sale.

BOX [Transition Questions bring out the objection before they can use it!!]

STEP 2: PRE-EVALUATION

The customer should have been in control of the conversation during the Warm-Up step. Now is the time to exert your expertise and take control of the situation.

Explaining the Evaluation Process

Creating a quality training program depends on a quality evaluation. Before beginning any evaluation, explain the process and ask the dog owner what problems they are having and if applicable, point out where the problem areas are. (ie. “Fido always pees in this corner.”)

After they disclose which areas are problematic, let the dog owner know you're there to do a thorough evaluation and answer any questions they may have. Always ask for permission to visit any area of the home. For example, ask for permission to go to the backyard – do not enter any areas without permission.



STEP 3: CANINE EVALUATION

Evaluate Thoroughly

It's important to evaluate the canine thoroughly. Pull information regarding breed, age, known problem areas, attitude, attention, and other key behavioral components to give an honest evaluation. By not giving an honest evaluation, you can cheat yourself out of hard-earned commission or possibly make your price non-competitive.

- Write down all observed and applicable behavioral qualities and characteristics. ●●
- Include positive ones that will aide in the training program.
- Evaluate quickly, but never sacrifice quality.
- Further establish yourself as an expert by showing care and precision.
- Compute The Price

After evaluating the canine, compute the price prior to heading back in the house. Add our price into the iPad and save it.

Compute price and discounts so you don't have to interrupt the enthusiasm and excitement as you head toward the close.

Prepare a rough outline of the program based on the known behavioral priorities and conclusions drawn from the canine evaluation. Keep in mind that the program will more than likely be modified once you sit down with the customers and learn more of their needs and wants.

Remember the purpose of the evaluation step:

- Figure the price accurately.
- Further establish yourself as the expert.
- Give the customer time to call your reference list.
- Lay out the price in a clear and concise manner.



STEP 4: OUR STORY

The dog owner is making an investment in using our services, so trust is extremely important to them during this process.

Add to your credibility by taking the time to tell the homeowner about Tully's Training. Once the homeowner relaxes, you can start talking about yourself. This is your time to brag and be proud.

There are two goals during this important step:

- Differentiate yourself and Tully's Training from the competition.
- Assure your customer that Tully's Training will be around to service their needs in the future.

Training Techniques

The training techniques used by Tully's Training are backed by decades of proven performance. Our techniques have been used across the animal training field with a variety of animal species and government agencies.

Important things to mention:

- Tully's Training does not use or condone any inhumane training practices and our foundation is based on operant conditioning through positive reinforcement.
- Tully's Training is known for making dogs more "loveable" and "likable" because "a well trained animal makes a better friend."
- Tully's Training is Los Angeles' premier dog training company providing the most detailed and comprehensive training programs designed specifically for each dog. We get it right...the first time.

Create Your Credibility

How to differentiate yourself:

- Talk about yourself – dog owners like to do business with individuals, not companies.
- Tell them how long you have been training for and if applicable other recognized institutions that you have worked at.
- Describe some of your best training accomplishments and tell stories of how you have helped other clients eliminate undesired behavior similar to that of the current customer's dog.

How to differentiate the company:

- Recount any awards, accomplishments, or famous clients.
- Talk about the number of customers you have already satisfied.
- Provide any additional information that sets us apart from others.



STEP 5: PROGRAM PRESENTATION

Explaining the training program can ease the dog owners anxiety. Once again, it reinforces their perception that you are the expert.

Important things to mention:

- How long the program will take
 - The expectations of owner participation in order for the program to be successful.
 - Show video of recently trained behaviors from past clients.
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STEP 6: SERVICE PRESENTATION

Your presentation should leave no doubt in your customer's mind that the service you are offering will solve their problems. Show enthusiasm for the performance of Tully's Training and their strong brand-name and reputation. Price condition the customer by acknowledging that some competitors may cut costs, but don't mention the competition by name or offer specific prices. Be complete and factual, but don't bash the competition. You may even point to some attributes to their service. It shows that you've already done the research on other options for them.

STEP 7: THE PRE-CLOSE

If you are confident that you have met and overcome all product and installation objections, left no product or company questions unanswered, then it's time to talk money. This shouldn't be the time when you get nervous or hesitant. You should be excited to provide the value of your company at the price being offered. With the same enthusiasm and energy you've had during the entire presentation, it's time to ask one very specific question in these exact words:

"Other than price or payment, would there be any reason we couldn't go ahead and get [dog's name] program started today?"

If you've done a great job presenting the company and products, the homeowner will most likely say, "No, it's just about the price". If you get anything other than that, you will need to handle the objection prior to moving forward.

You: *"Other than price or payment, would there be any reason we couldn't go ahead and get [dog's name] program started today?"*

Customer: *"No, it just comes down to price."*

You: *"I'm not going to let price or payment stand in the way of getting what you need and [dog's name] deserves."*



STEP 8: THE CLOSE

There are subtle but important differences in the words you should use to deliver your price. When you lay out the number, do it exactly as follows:

“The price for this program is nine hundred eighty seven dollars.”

Make sure you say the words “hundred” to ensure there is no confusion. After a pause of only a second or two, ask the closing question as follows:

“Mr. and Mrs. Dogowner, would you be in the position to write a check or pay by credit card today?”

At this point, do not say a word. Look at the customer and wait for their answer. Never speak before they do. Assume the job is yours. You are only trying to determine how they’re paying for it. Don’t mess up a beautiful presentation by getting too pushy. If they say they’ll take it, whether it’s via check or credit card, congratulate them and move on to Step 9. If for some reason you uncover an objection, you can and should overcome it. At that time, you may have uncovered a circumstance you can’t overcome. You need to understand the difference between the two.

Circumstance:

- All decision makers are not present
- Dog owner simply cannot afford your service

Objection:

“I want to think about it”

“We need to pray about it”

“We want to get more estimates”

“We can’t afford it right now”

“Your price is too high”

The key to overcoming an objection is realizing you won’t change their mind. Focus on providing them with new information so they can make a new decision. At times, you may have to go back to the service presentation or company story to revisit the objections. At other times, if really does just come down to price or payment – in those scenarios, it helps to take the customer down “The Walk of Life.”



“THE WALK OF LIFE”

At this point, the customer has already told you the only obstacle to moving forward was price or perhaps payment. Therefore, you need to better understand what the issue is: Price? Or Payment?

Understanding the Price Objection

Customer: *“I love your service, but it costs a lot more than I thought it was going to cost.”*

You: *“How much did you think it was going to be?”*

Customer: *“We thought it would be \$400 at the most!”*

Justifying the Price Difference:

You: *“Now that you see what we do and how we do it, can you see why it would be more than you thought it would be?”*

Customer: *“Well, yes. You are very good at what you do.”*

Providing The Customer With Payment Options:

You: *“Now that you’ve seen the price, how long would it take for you to come up with the rest of the money?”*

Customer: *“We have some set aside, but we cannot pay the rest until after the program.”*

Calling for Action:

You: *“It seems that what’s keeping [dog’s name] and your family from benefiting from this personalized program is \$493. What if I told you that you could spread that amount over the length of the two month program? That means each session would only be \$82. That will work for you, won’t it?”*

Customer: *“Well, yes. I think we could do that.”*

Once again, handling an objection is about providing new information, not changing their mind.



STEP 9

Accuracy is very important when filling out the paperwork and contract. Be extremely clear and concise on what is being agreed upon. You don't want to lose a sale because you left a misunderstanding in the agreement.

Purpose of This Step:

- Protect your customer – ensure they know what they're getting. Make sure they understand successful training requires time, patience, participation from the owner, and results can and will vary.
- Protect your company – ensure the customer knows exactly what is going to be done
- Help decrease or eliminate unhappy clients

How to accomplish:

- Always take your time to write as neatly as possible
- Never leave anything out, and never make assumptions
- Always write in the contract what you are going to do and have the customer initial it
- Always read every line of the contract out loud to your customer before they sign it

Leaving any of these things out can cause cancellations, collections issues, lost profit or commissions, and most important, unhappy customers.

Make sure both parties sign the contract. As you sign, say to them:

“When I sign this contract, it is me giving you my word that I will do everything outlined in this program to help [dog's name] achieve his/her behavioral goals. When you sign this contract, it is giving me your word that you will participate in the training program to help [dog's name] achieve his behavioral goals and will pay us the remaining balance as agreed upon.”

Saying the commitment out loud brings a greater sense of obligation.