

Lesson 6 • Who You Call, and How You Find Them

Territory, the local owner, industry momentum, and using the directory as a door instead of a pitch.

When you finish this lesson you can

- Describe who the customer is and who it is not.
- Use one sale in an industry to open the next four.
- Use a free directory listing as an opening rather than a giveaway.

The points worth remembering

- **Who is the customer?**
A local business owner who makes his own decisions - the person whose name is on the door.
- **Why does that matter?**
No procurement, no committee, no six-month cycle. It is what makes the job doable by one person from home.
- **Why not call every business?**
You learn nothing from one call to the next. Work one trade at a time so each call makes the next four easier.
- **What does one landscaper get you?**
The objections, the seasons, the language and the shared complaint - and four easier calls.
- **Which states are taken?**
Oklahoma, Colorado and New Jersey. Nearly all others are open; the service areas map shows which.
- **Is there a cap on what you sell?**
No. Territory is about who is responsible for a place, not a limit on your work.
- **What is the free directory listing for?**
A reason to walk in that is not a pitch - a door into businesses that would not take a meeting.
- **Where do you start?**
People who already know you, then the trade you know best. Execution before perfection.

Lesson 6 • check yourself

Circle one. The answer is printed underneath, so this is only worth doing honestly.

1. You are handed an open state. What is the first week?

- a) Call every business in the largest city.
- b) Start with people who already know you, then work one trade you understand. ✓
- c) Wait until you have finished all the training.

Why: People who know you will tell you what did not make sense, and one trade at a time compounds. Execution before perfection.

2. A prospect routes you to a marketing coordinator who will raise it at a meeting.

- a) Work the coordinator - that is the process.
- b) Recognise this is not our customer and spend the time on an owner. ✓
- c) Ask to present to the committee.

Why: Our customer makes his own decisions. Committees are somebody else's business model.

3. What is the best use of the free directory level?

- a) A giveaway to close a stalled deal.
- b) A reason to start a conversation with a business that would not take a meeting. ✓
- c) A loss leader you avoid mentioning.

Why: It is a door. Do it properly even though it is free - it becomes a live example of your work on his desk.

4. Does holding a territory limit how much you can sell?

- a) Yes, to the businesses inside it.
- b) No. There is no cap on personal sales volume. ✓
- c) Yes, above a monthly threshold.

Why: Territory assigns responsibility for a place. It is not a ceiling.

Lesson 6 · work to do away from the screen

Handwritten. It is slower on purpose.

Name the trade you know best and list eight businesses in it within thirty miles.

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Write five people who already know you and would take your call this week.

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Write the sentence you will use to offer a free listing. One sentence.

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