



Sales / Marketing Strategies The Past vs. Today

Remodeling: We Do It Everyday

Business Insights

60% of businesses never make a profit

81% don't track profit by market/ 64% don't track by product

Most businesses don't have a written business plan

BBB complaints are up about 30%

62% of businesses don't track client retention

64% don't track sales conversion rates

2/3rds of businesses fail in the first 5 years

9 out of 10 are very honest and hardworking but not very fit



History

Is a tool...and it does not lie!

- Harvard Bathroom Study
- 18% do project #2...72% do project #3
- What is your projected sales goal?
- 80% of net comes from 20% of your clients
- Leads 1.5% (2004) vs. 0.4% (2009)
- Close Rate 70% Previous Client vs. 5% Radio Ad
- Average Size Project '07 = 200K vs. '09 = 100K
- Marketing / Sales approaches are cyclical



3 Key Ingredients for Business Success in Today's Environment

1. The Right Mind Set
2. Business Fitness
3. Change



The Homeowner

3- 5 YEARS AGO

vs.

TODAY

Confident → Nervous

Other People's Money → Their Own Money

"Just Do It" → "Just Discuss It"

Large Project Focus → Small Project Focus

Keeping up with the Jones → Proud to Conserve

Willing to take Risk → Want to Reduce Risk

Marketing Approaches

3- 5 YEARS AGO

vs.

TODAY

Lead Abundance → Lead Scarcity

Direct Marketing → Indirect Marketing

Offers → Gifts

Market Projects → Drive them to the Web

Reactive → Proactive

Spend 5% of your Time → Spend 25% of your time

Sales Strategies

3- 5 YEARS AGO

vs.

TODAY

Follow Sales Process	→	Flexible/ Creative
Time- Builds Value	→	Time- Not on Your Side
Follow the Fantasy	→	Control the Fantasy
Solo Selling	→	Team Selling
CLIENT is the Sense of Urgency	→	HOUSE is the Sense of Urgency
Up Sell	→	Sell Down
Focus on WHAT	→	Focus also on HOW

Key Themes

- History Does Not Lie
- Remodeling is an Experience...Not a Product
- Create Clients and Projects will Follow
- Marketing is a Team Sport
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Q&A

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