

TRENCHLESS TECHNOLOGY PRESENTATION

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HOW TO FIND THE PROBLEM – Step 1

- **Camera Inspection**
 - Lead Generator
 - Good Narrative
 - Quantifies the need for lining. A picture is worth a thousand words
 - Provide **vision** for your end user to see the issues



HOW TO FIND THE PROBLEM – Step 2

- Include your customer in the final inspection!
- This will reveal further issues with the pipe and educate your end user on the pipe condition and solutions.



Before



After

DEVELOP A SALES PLAN:

- The customer expects a true professional
- Educate the end user about the job
- Ask investigative questions
- Review quantification of camera inspection
- Understand the schematic of pipe configuration

Your knowledge and thoroughness will lead to confidence in closing the sale, remember there is a problem with the pipe, and it needs fixed.



DEVELOP A SALES PLAN – Con't

- **Prepare the presentation to the customer**
 - Annual Contract, Partial Lining, Full Length Repair.
 - Educating your customer, together agree on next steps.
 - Proceed with Permission
 - Get the Deposit.



How to Sell to the Customer



CUSTOMER PRICE, YOU NEED TO UNDERSTAND THE PROCESS!

- **Access point(s)**
- **Camera inspection**
- **Cleaning**
- **Lining price per ft or Patch Costs**
 - Know your market area / competition
 - Company pricing guidelines
 - 50-70% Gross Profit on every job
 - What would the dig cost



STEPS TO EDUCATE CUSTOMERS OF SOLUTIONS:

- **Cured-In-Place-Pipe Lining**
 - Partial lining, full length replacement
 - Structural Integrity of both
 - 50-year Design Life
 - Stops root intrusion
 - Preservation of property: landscaping, flooring, driveway
 - Out-of-service time reduced to hours
 - Reduced project costs



KEYWORD PHRASES TO USE:

- -You need to address it
- -The design life of existing sewer is ~40 yrs
- -Your Infrastructure is failing
 - The sewer plays a critical function of the home Roof
- **Analogy: only lasts for a period of time**



ADDITIONAL CLOSING TECHNIQUES:

- **Financing**
Have Multiple Options, gives credit to the technology
- **Additional Funding**
Heloc, City Grants, etc.
- **Create urgency**
- by not repairing now could lead to increased failure and additional costs to repair later due to sewer backups and flooding.



REFLECT ON THE LAST 10 FULL LENGTH REHAB MISSES:

- Did I not properly explain the current pipe conditions?
- Was my pricing too high?
- Did I not listen to what the Homeowner was saying?
- Did they not trust my Tech?
- Did I not read the body language?
- Was I too high pressure?
- Did I not have a Good/Better/Option to offer?

DID I JUST LOSE A CLIENT AND THEIR REFERRALS?

