



LEAVES OUT NEWS

The Whole Enchilada

“...15 presentations in the home and have closed every one!”

LeavesOut attendees at last February’s convention learned how to increase their close rate when presenting LeavesOut by giving the potential customer “The Whole Enchilada”. Just like a recipe for making enchiladas, in order to have success each time, you must include all ingredients. The more ingredients left out, the lower the chances you have of closing the sale (or of having anything that looks or tastes like an enchilada).

Let’s chart the recipe to see what it looks like:

The Whole Enchilada	% Impact	Close rate
1-Completing all steps recommended	100%	100% *
2-Rather than giving consultation to both spouses, do a one-legger or stick proposal in the door/mail it	30% less	70%
3-Do not get up on the ladder to diagnose gutter/roof issues. Instead do measuring from ground.	15% less	55%
4-Do not go through the LeavesOut Story presentation to create value	15% less	40%
5-Do not ask leading questions before giving the presentation	10% less	30%
6-Do not ask for the job at the end of your 15 minute presentation session	10% less	20%

* We have now tested this recipe in 15 presentations in the home and have closed every one!

What is your close rate? What steps are you leaving out?



Installer’s Corner

Overlaps—Do ‘em right!

Overlapping the 4’ sections of LeavesOut, when done correctly, enhances the appearance of the finished installation. The overlap should be 1/2” to 1” except when a short (12” or less) filler piece is installed when the overlap should be 2” for stability. The trick is to open one end of the 4’ section so it will slip over the adjoining piece and be in full contact all the way around the nose. The ad-

joining picture shows how you **don’t** want to bend the nose. By collapsing the end with your hands the result is a loose fit that can be seen from the ground.

The correct method is to use needle-nosed pliers (some installers also use their thumb) to open the curl at the back but not open the nose as illustrated below.



Before Opening After Opening

Overlap the joint in the direction that reduces its visibility from the ground.

“...enhances the appearance of the finished installation...”

Costs Are Up ↑

The last price increase LeavesOut dealers experienced was in July of 2005 when your cost was set at \$2.60 per foot. Since that time the price we at LeavesOut headquarters have paid for aluminum increased 6 times. By being more efficient in production we have been able to hold the costs

down to our dealers. Beginning November 1, 2008 there will be a 4% price increase to the dealers. This amounts to increasing your cost per foot by 10 cents on standard width LeavesOut. We will continue making every effort to keep costs to our dealers as low as possible.

What's a Drip Edge?

Some times when we are talking to our customers we forget they don't know what we are talking about when we mention drip edge, soffit, fascia, etc. The diagram with this newsletter should be added to your

presentation book to help your customer understand the terminology.. Just like a doctor discussing anatomy during a consultation...you are helping your customer understand, thereby increasing the odds of closing the sale!

Are You In Touch?

Statistics show the best place to get new leads is from your existing customers. One recommendation is to publish and send a letter to your customers on a semi-annual or quarterly basis. Take a look at the letter we recently mailed to

our customers which we have enclosed with this newsletter. Feel free to adapt the articles and use them when you send a letter to your customers. Don't forget to offer a coupon valued at \$50 for referrals they send your way!

August Winner: Congratulations to **Dwonn Giesbrecht** who wins \$30 towards any combination of items on page 2 & 3 of the price list for having the greatest percentage of increase of LeavesOut over last month. (100%)

October Incentive: Highest LeavesOut footage purchase for the month.

"...send a letter to your customer..."

*The 2009 Convention is scheduled for March 13-14.
Please mark your calendar!*



LeavesOut, Inc.
6285 Brevard Road
Etowah, NC 28729

- Inside this issue:
- The Whole Enchilada
- Installer's Corner
- Costs Are Up
- Are You In Touch
- Monthly Incentive