



# Selling at the Kitchen Table: A Contractors Guide to Closing the Deal

*Michael O'Grady*

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## **Selling at the Kitchen Table: A Contractors Guide to Closing the Deal** Michael O'Grady

For years Contractors have traditionally struggled with a key ingredient in running a successful business. That key ingredient is the ability to close the sale. Most contractors are gifted tradesman but struggle in the areas of communication and effective selling. Whether you are a one man contracting business or a sales person looking to fine tune your craft , using this guide that will allow you to: . Learn how written goals will lead to more closed sales . Understand how your customers buy . Put structure into your sales call . Help those "estimate getting researchers" instead of being confused by them . Maximize your time instead of wasting it . Learn how networking and relationship building leads to more closed sales These strategies and many more will give you a new outlook on the role you have when working with a homeowner. Selling at the kitchen table is your guide to increased sales and improved communication with homeowners.

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