

The Art of the Estimate, a New Plumbers Guide

written by Vicky Barry | September 4, 2024



Alright, young apprentice, gather 'round! It's time to learn **The Art of the Estimate** – not just numbers, but the secret sauce that makes you a plumbing legend and a plumbing profit wizard.

1. The 1st Question to Ask? What You're Really Selling?

- **"Peace of Mind:"** You're not just fixing a leak; you're preventing a flood. You're the hero keeping their basement from becoming an unexpected swimming pool.
- **"Your Expertise:"** You've seen it all – from the tiniest drip to the mightiest gush. Your experience is your superpower. You'll use the right tools and the appropriate parts to get the job done right the first time.
- **A Dry Future:** You're not just patching; you're promising a future where water stays in pipes, not on floors. Where a glog stays unclogged, where that gas line remains leak free and safe.

2. An Inspection of The Unseen, Preventable Problems:

- **Hidden Horrors:** Pipes love to play hide and seek, you fix one leak and another on springs up further down. Always expect there's more lurking behind that wall or under that floor. With a proper inspection as part of your estimate, you are preventing future issues and saving the homeowner unwanted headaches.
- **Remember to include a small Buffer Zone:** Think of this as your "just in case" fund. Because, trust me, there's always a "just in case."

3. Crafting Your Masterpiece:

- **Tell a Story:** Make your estimate exciting. “Imagine your bathroom, not just fixed, but transformed into a sanctuary of serenity.”
- **Make It Real:** Even the oldest, creakiest pipes can be rejuvenated. Make them believe in the magic of your wrench.
- **Room for Twists:** Just like a good movie, your estimate needs space for unexpected plot developments.

4. Your Guide to Estimating:

- **Know Your Market:** What are other plumbers charging? You don't want to be the plumber who charges a fortune for a simple unclogging, but at the same time you don't want to leave money on the table. My rule of thumb is 1st time customers get your best price to earn their business and trust. Once a relationship is established, it's save to come up to market value, so long as your quality is as good as the competition
- **Break It Down:** Show them, with as much detail as possible, what they're paying for. From the first knock on the door to the final twist of the tap. Customers appreciate a better understanding of what led to the charges, such as travel time, fuel, etc.

5. The Final Estimate Flourish:

- **Look the Part:** Your estimate should look as professional as you are. Maybe not a work of art, but definitely not a doodle on a napkin. Use tools such as [Selling Lane](#) to build and [present your menu](#) of options.
- **Believe in Yourself:** Deliver your estimate like you've just solved the plumbing puzzle of the century. Because, let's face it, you probably have.

#PlumbingApprentice #PricingLikeABoss #TheArtOfTheEstimate

[We Buy with Emotion, Then Justify with Logic](#)

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The Art of Persuasion in Sales.

"People don't buy for logical reasons. They buy for emotional reasons." –

Zig Ziglar

In the intricate dance of sales, understanding the psychology of the buyer is paramount. Time and again, studies and real-world experiences have shown that emotion, rather than cold hard facts, drives purchasing decisions. But once that emotional trigger is pulled, the brain seeks to [rationalize the choice with logic](#). This delicate balance between heart and mind is where the magic happens, and where SellingLane's Menu Selling System shines.

The Emotional Drive: Tapping into the Heart of the Buyer

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." –

Peter Drucker

Every purchase, whether it's a pack of gum or a luxury car, is driven by emotion. It could be the desire for pleasure, the need to avoid pain, the drive to feel secure, or the wish to be admired. These emotions are powerful motivators, often overriding logical considerations like price or features.

For instance, why do people buy high-end brands when similar products are available for less? It's the emotional payoff – the feeling of prestige, the status symbol, or the personal reward for a job well done.

The Logical Justification: Making Peace with the Mind

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.” –

Leo Burnett

Once the emotional decision to buy is made, the brain steps in to justify the choice. This is where features, benefits, and value propositions come into play. The buyer seeks reasons to validate their emotional decision, to ensure they've made the right choice.

This is where a tool like SellingLane's Menu Selling System becomes invaluable. By presenting options in a clear, logical format, it provides the buyer with the rational justification they need. They can see the value, understand the benefits, and feel confident in their decision.

SellingLane's Menu Selling System: Bridging Emotion and Logic

“Sell the problem you solve. Not the product.”

The Bard Dad from the site Barddad.com

The brilliance of the Menu Selling System lies in its ability to cater to both the emotional and logical aspects of buying. By presenting options in a menu format, it taps into the buyer's desire for choice and control, an emotional need. At the same time, the clear presentation of features and benefits provides the logical justification required.

Moreover, the system's interactive nature encourages engagement, allowing the buyer to explore, compare, and customize, further enhancing the emotional connection while providing logical reasons for every choice made.

The Power of Storytelling in Sales

“Stories are the single most powerful weapon in a leader's arsenal.” –

Howard Gardner

One of the most effective ways to tap into a buyer's emotions is through storytelling. By weaving a narrative around a product or service, salespeople can create a connection, evoke emotions, and make the offering more memorable.

SellingLane's Menu Selling System can be integrated into this narrative, providing a logical structure to the emotional story. It's not just about presenting options; it's about crafting a journey that resonates with the buyer, making them the hero of their own story.

Final Thoughts: Mastering the Art of Emotional Selling

"Don't find customers for your products, find products for your customers." –

Seth Godin

In the world of sales, understanding and leveraging the interplay between emotion and logic is crucial. By tapping into the emotional drivers of a purchase and then providing the logical justification, salespeople can create a powerful, persuasive narrative that resonates with buyers.

With tools like SellingLane's Menu Selling System, this balance between heart and mind becomes easier to achieve, leading to more successful sales and satisfied customers.



**Get Logical
With Selling Lane**

[Try It Free](#)

30 Days Free– then Upgrade for Only \$5

No credit card needed to try, [click here](#)

[No One Should Have to Herd Cats, Get a](#)

CRM

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No One Should Have to Herd Cats, Get a CRM on Steroids

[Watch the video on YouTube](#)



**Selling Lane CRM on Steroids,
Free For Life or Upgrade as Needed**

[Try It Free](#)

Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)

Top 5 Features of Selling Lane CRM:

- [An Awesome CRM](#)
 - [Amazing Route Optimization](#)
 - [Manage Tasks Like a Rock Star](#)
 - [Upsell Customers with a Menu](#)
 - [Powerful Invoicing with Link to Pay](#)
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The Simple Way to Success, Get an Easy CRM

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I don't know why people aren't talking about this more often, but **adding complexity to your life as a Solopreneur or small business owner is just silly**. Great software should get out of your way, and let you do your job, and allow you to focus on your customers. You want simplicity, not complexity. In small businesses, the right tools, but also the simplest software can make all the difference. Your employees shouldn't have to need a month of training, or be frustrated when accomplishing simple tasks. Your software should be an easy CRM that focuses on the customer first and has great features that you need to run your business. Features like [route optimization](#), [task management](#), invoicing, and just great customer relationship management. That's where Selling Lane comes in. It's an easy-to-use Customer Relationship Management (CRM) system, that is designed to streamline your operations, boost your sales, and enhance your customer relationships. In other words, THE EASY CRM. Let's explore this further.

"Simplicity is the ultimate sophistication,"

Leonardo da Vinci.

The Power of Simplicity



Emily using an Easy CRM

This couldn't be more true when it comes to CRM software. Selling Lane takes the complexity out of managing your business, making it easier than ever to stay organized and connect with your customers.

Menu Selling: A Game Changer

One of the standout features of Selling Lane is the Menu Selling system. This innovative feature allows you to present your customers with a menu of services to choose from, making it easier to upsell and increase your revenue.

Social media influencer and business guru, Gary Vaynerchuk, once said, “The best marketing strategy ever: CARE.” With Selling Lane’s Menu Selling feature, you can show your customers that you care about providing them with options that best suit their needs.

Task Management: Work Smarter, Not Harder



Solopreneur managing tasks on the fly

Selling Lane’s Task Management feature is another tool that sets it apart. By automatically figuring out who should handle each job, it ensures that your business runs smoother and more profitably.

As productivity expert [Tim Ferriss](#) puts it in his blog:

“Being busy is a form of laziness – lazy thinking and indiscriminate action.”

Tim Ferriss

With Selling Lane’s Task Management feature, you can avoid the trap of busyness and focus on what truly matters – growing your business and keeping your customers happy.

The Easy CRM

In conclusion, Selling Lane is more than just a CRM – it’s a comprehensive solution designed to make your business life easier. With its user-friendly interface and innovative features like Menu Selling and Task Management, it’s no wonder that more and more small businesses are choosing Selling Lane as their go-to CRM.

So why not give Selling Lane a try? As my dad used to say,

“The best way to predict the future is to create it, to flourish in it.”

With Selling Lane, you can create a future that you can flourish in, let us help you.



**Selling Lane The Easy CRM,
Free For Life or Upgrade as Needed**

[Try It Free](#)

Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the Easy CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)