

Marketing to Commercial Clients



*This eBook is based on the exclusive
members-only two-day program titled
“Ramp It Up Now”*

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Chapter 1:

The dramatically changing disaster restoration industry



Will you stay ahead of the dramatic changes coming within the Insurance Claims Industry?

- ***What is happening in the Property Claims Industry?***
- ***What is happening in the Disaster Restoration Industry?***
- ***Read about it below ...***

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- ❖ **Third Party Administrators (TPA's)**
- ❖ **FRANCHISES WITH NATIONAL *CAT* PROGRAMS**
- ❖ **Insurance Carriers demanding lower and lower line-item pricing**

(and they keep coming up with more!)





- ❖ **Contractor consolidations and Affiliations and TPA's (Program Work) have changed the restoration landscape significantly.**
- ❖ **Multi-Office National Restoration Companies**
- ❖ **National Insurance Broker Acquisitions & Mergers**
- ❖ **And many more very impactful changes!**



Even Social Media is dramatically affecting the Restorers; from mitigation contractors to roofing companies.



*YES, we've even moved into
the world of "Social Selling"*

AND...

*As Sales Coaches and Consultants, it's our
informed opinion that "Social Selling" is a
BOGUS concept.*



A growing body of evidence is suggesting that Social Selling isn't enjoying much in the way of success, even though there are self-professed "guru's" that will tell you it's the wave of the future... **Usually to get you to spend money with them!**

Chapter 2:



Route Marketing is Dead

- ❖ *It's NOT about cookies and candy*
- ❖ *It isn't about refrigerator magnets or note pads*
- ❖ *And it definitely is NOT about your company flyers, brochures and folders*
- ❖ It's must NOT be **STOP, DROP AND ROLL**

**"Route Marketing
is Dead"**

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It's really become a “Bidding War”

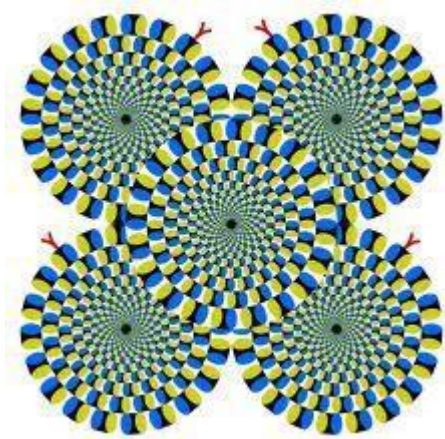
- Who can drop off the best goodies
- Who has the best ball game tickets
- Who has the shortest skirt
- Who pays the biggest cash referral bribe



Chapter 3:

WHAT DO THESE AGENTS USUALLY “*SAY TO YOU?*”

Promises, Promises, Promises
Blah, Blah, Blah





WHAT ELSE DO THESE AGENTS USUALLY “SAY TO YOU?”

- ❖ ***“We’ll keep your info on file”***
- ❖ ***“We’re not allowed to refer contractors”***
- ❖ **And even more bogus stories to get you out of their office!**



Chapter 4:



FEMA

DISADVANTAGES OF DOING COMMERCIAL WORK?

- ❖ **Need more experience on commercial mitigation**
- ❖ **Usually need more Certifications (IICRC-CDS)**
- ❖ **Governmental Agencies may require Special Bonds, Bids, Pricing and Other Insurances**
- ❖ **Large commercial clients may want you to have NIMS certification**
- ❖ **Large commercial clients may want a Full Safety Plan, A Complete Sub-Contractor Policy, and Immunizations**

DISADVANTAGES OF DOING COMMERCIAL WORK?



- ❖ Requires a much higher degree of sophistication
- ❖ Need to understand the “**headaches**” of building owners and property managers
- ❖ Need to be Financially Prepared
- ❖ Doing CAT work through FEMA may take up to four years to get paid!

Chapter 5:

UNDERSTANDING THEIR “HEADACHES”

- ❖ They risk losing tenants
- ❖ They risk losing employees
- ❖ They risk losing customers
- ❖ They risk going out of business
- ❖ There are Public Relations issues



They all have different “language” and issues



- ❖ Hotels, Nursing Homes, Schools, Universities, Office Building, Retail Stores, Malls, Stadiums, all have different issues or challenges to deal with for their unique situation
- ❖ Large Churches, Factories, High Rise apartments each require handling differently.

Understanding their “challenges”



- ❖ Medical: OSHA, EPA, CDC, HIPAA rules
- ❖ Invoicing is **TOTALLY different** from residential pricing modules
- ❖ Invoicing is almost **ALWAYS** Time & Materials (T&M)

Chapter 6:

HAVE A “TANGIBLE” OFFER FOR YOUR CLIENTS

- ❖ Have a “Show & Tell” example of a PREP™ disaster manual.
 - Attend the [RAMP It Up Now](#) program, learn how to implement a PREP™ program
- ❖ Take them resource materials
 - It’s not about You!
 - It **IS** about Them!



Want to attend a class?

[Click here to see what classes are scheduled](#)

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“*exclusive-to-your-company*”
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