



Profitable Sales: A Contractor's Guide

Michael C. Stone

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Michael's 30+ years of experience in residential remodeling and specialty sales is shared in his new book, *Profitable Sales: A Contractor's Guide*. The information provided is valuable for the construction-related business owner and their sales staff.

In this book, Michael explains how:

- determine if a lead is worth your time before you set the appointment
- establish ground rules with a potential client during the initial phone call
- help customers make selections
- know when to walk away
- address the three fears of every customer
- successfully ask the four questions you need answered, and, and how they relate to the three fears
- navigate through design agreements, letters of intent, and other documents that prevent you from wasting time
- lay the groundwork for a detailed contract with specific payment schedules
- turn a cancellation into a positive event
- find, train, motivate and compensate sales staff

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