
ContractorOS™ Sales Accelerator

The Complete On-Site Sales Closing Script & Objections Manual

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Chapter 1: The Trust Blueprint & Hook

The biggest mistake contractors make is selling labor. Clients do not buy lumber, pipes, or wiring; they buy outcomes and security.

To command premium prices, you must establish trust in the first 5 minutes of your visit. Follow this layout:

- Park your truck down the street or neatly in front of their home. Clean clothes, clean boots, and tablet or clipboard in hand.
- Do not walk in and say: 'So what are we doing here?' Instead, say: 'Thank you for inviting me to inspect your home. Tell me what your long-term vision is for this space.'
- Listen 80% of the time. Take notes and photos. Contractors who take detailed notes close bids at a 40% higher rate than those who just eyeball the job.

Chapter 2: The 4-Step Closing Script

Once you finish the on-site inspection, present the bid using this script framework to lock them in before they request competitor prices:

Step 1: Recap the Goal

- 'Based on what we walked through, your primary goal is to open up this wall, move the vanity, and install a custom walk-in shower to make this bathroom feel twice as large. Is that correct?' (Get the client saying YES).

Step 2: Establish the Process & Value

- 'Our team specializes in zero-leak custom showers. We use standard waterproofing backing boards rather than basic drywall, which means your tiling will not shift or grow mold in the next 15 years.'

Step 3: State the Investment Transparently

- 'To complete this project according to municipal building codes, using premium materials and fully insured trade helpers, the total investment is exactly \$12,500.00.'

Step 4: The Silent Close

- Ask: 'To secure our scheduling slot for next month, we require a 30% deposit. Would you like to schedule the start date for the first Monday or the second Monday?'
- Stop speaking. The first person who speaks loses their closing leverage. Let the client process the investment and respond.

Chapter 3: Handling Objection Obstacles

Objection: 'Your price is too high. Company X quoted me \$9,500.'

- How to Respond: 'I completely understand that price is a major factor. Company X does good work. However, when evaluating bids, ensure you check their waterproofing specs. If they are using standard drywall behind the tile to save \$3,000, you will likely face leak repairs in 3 years that will cost you double to tear out and fix. We do not cut corners because we warrant our tiling for a lifetime. If you want a job that is done once and done right, we are the right partner. Would you like to move forward?'