



# W.I.B.A. Punch List



May 2021

## The High Cost of Not Thinking Positively

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You have a lead. A time has been set and verified. You have experience. You know your product, and you know how to present it. If this goes well, you may earn a good commission, a bonus and/or a profit for your company. You think you're in the right frame of mind, and you hope the client is too.

This morning when you awoke, you saw the news on your TV or phone. They explained how the economy was fickle, the stock market is down, and unemployment is rising. Many companies are not making what they projected earlier. However, you move on, have breakfast and meet with coworkers; some talked about yesterday's sales call and the reasons why their prospective customers didn't buy, which may be linked to the very stories you heard on the news.

Before your sales call today, you pick up the newspaper, look through stories on social media and hear the news on your car radio. You hear the same gloomy stories that you heard on television: crime, state & local budget problems, potential tax increases etc.

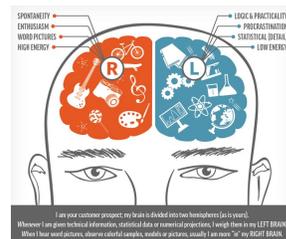
You have been affected! It may influence your ability to sell to those clients whom you will meet. The mind doesn't know the difference between the real & imagined. If it is true or not, it is negative. Studies show that as little as 5-10 minutes of negative thought can affect your central nervous system for up to 20 hours! It reduces your energy and drains your positive frame of mind with those you will talk to today.

The average business selling products or services to property owners on a direct basis faces many hurdles. In the past 8-9 months, leads have been plentiful for most companies, and industry forecast improved consumer interest in remodeling and/or improving their homes for the next year. In-depth survey supports this. Delays and turn around have increased. The cost for an issued lead & overall marketing costs have increased. Despite an increase in annual revenues, net pre-tax profitability percentage has decreased. (Revenue increased, but percentage of profit declined.)

While customer interest and lead intake have risen impressively, there is still an terrible personnel turnover rate. There is a high need for improved training. Probably never in the history of your business has there been a greater need for facing the deluge of pessimism and negativity in our culture today. It creates poor consequences for all individuals and represents a strong challenge to those who sell & market products to homeowners. It reminds us of the opening line from Dickens' *A Tale of Two Cities*: "It was the best of times, it was the worst of times."

You need to discover needs by unveiling what the customers say they want? In fact, in most talks between buyers & sellers, the buyer states wants, which the seller misinterprets as needs. The process for finding this takes training, coaching and support. Here is a basic chart that looks at it.

CUSTOMER STATES WANT(S)	--VS--	CUSTOMER NEED(S)
Pricing (early)		Information to make proper decision
Quick solution		Long-range satisfaction
Brief presentation		Complete information
Limited extras		Non-optional extras
Verification of beliefs		Factual, verifiable data
To procrastinate		To decide
To control situation		Harmonious relationships
Competitive price		Values exceeding price



Lots of negativity will cause prospects to either miss or overlook statements that can lead them to a more friendlier position. Strong training, monitoring, and coaching come into play. An agreement is developed when the seller employs methods by which customer can voluntarily become more friendly.

Do you have a proven customer satisfaction selling program? It starts with recognizing that the client is the key ingredient in a sound sale. How the customer feels has to be the major factor in the base of the sales system. Know that people seldom "buy" what that product does for them.

Stay cheerful. Most property owners are not facing foreclosure or unemployment! Most people want to keep their homes or commercial property in good shape. Focus on a "customer satisfaction sales system."

Earn the trust of your customer. Ask for the order more than once, if needed. If your customer is not buying, examine why. Did you know their needs? Did you show value prior to quoting price? Did you gain a connection? Did you present your product in a positive light?

Don't buy into the media negativity! Remind yourself that when people re-trench, the majority of their spendable income goes towards their material needs, including the care and maintenance of their homes or commercial property. Spend less time on the news and more time on activities that will make you feel positive.

Improve your sales skills to meet or exceed the client's value system. Use words that helps you search for truth. Encourage solution and overcome hesitation. You are a salesperson. Live up to your title and potential!

It's up to you to convince others about the value of what you are selling, all while being positive and reinforcing what you've been taught in a high-energy, positive manner. This day is yours; let no one take it away from you!

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*"If something is wrong,  
fix it now.  
But train yourself not to  
worry, worry fixes nothing."*

Ernest Hemingway

### W.I.B.A. Board Highlights

\*50 WIBA Members

\*WIBA Coloring Contest  
Winners Selected by the  
WIBA Board- May 5th

\*WIBA Board Meeting  
June 2nd 6:30a.m.  
Perkins Restaurant

\*WIBA  
Membership Meeting  
September 15th 6:30p.m.  
(Scheduled as if we continue  
to move to phase 5 as the  
Governor has stated is the  
plan for June 11, 2021.)

## What's New?



GCFI USB Outlets

Carved 3D Textured Wall Panels

Mahogany Common Arch Doors with  
Decorative Glass

Touchless Faucets with Motion Sense  
Wave for Homes

Insulation beneficial for Asthma &  
Allergies, Fire Resistance & Acoustical  
Reduction



Magnesium Oxide Panels  
to Provide Fire Resistance &  
Acoustical Performance

## What's Trending?

Matte Black Stainless Steel Rod Railings

Exterior Composite, Durable Cladding

Gray Kitchen Cabinets

Steel Deck Framing

Steel Stair Systems



# WIBA Coloring Contest Winners

Ages 6-8

1st Place- Jeremy Johnson, Jr.

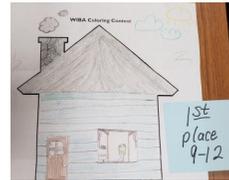
2nd Place- Luke Causey

3rd Place- Allison Turner



Ages 9-12

1st Place- Lily Causey



## WIBA Dues

### June

Bill Johnson

S & H Electric

### July

Allied Maple City Termite & Pest Control

Courson & Associates

Mangieri Electric

People's Do-It Center

Shea's Home Improvements

Spoon River Landscaping

Sullivan Door Co.

### August

Home Comfort Insulation

## WIBA Website Features

### June

Howe Overhead Doors, Inc.

Mel Foster Co.

Spoon river Landscaping

### July

Neil Thomas Plumbing & Heating

Renewal By Anderson

Tompkins State Bank

### August

Eiker's Outdoor Creations

MidAmerica Basement Systems

Our Website, <http://WWW.wibaweb.org>

# 2021 Outdoor Living Survey Insights

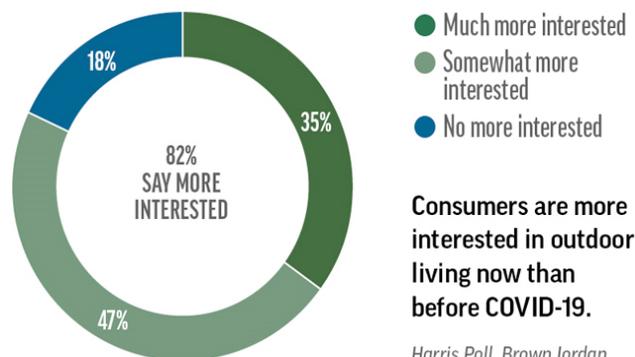
Pandemics are dreadful and daunting. But in the last 12 months, remodelers have found that the current pandemic is a career-altering moment. No event in the past 80 to 100 years has sparked demand for new and improved home features quite like the work-from-home, study-from-home, play-at-home effects of COVID-19.

If your business' average job size in 2019 was \$50,000, it likely doubled in 2020. While it is too soon to tell the lasting home-design impacts, the early results point to a desire for—among other things—additional home offices with doors, upgraded kitchens to accommodate more elaborate home-cooked meals, and more space to spread out and relax with family and friends.

Outdoor living went from a hot remodeling category in 2019 to a raging wildfire in 2020. This is based by data from two new surveys: Qualified Remodeler's Pandemic Home-Design Survey and a Harris Poll of approximately 1,400 homeowners on the features and benefits of outdoor living spaces that they find significant. The Harris Poll created the basis of the Outdoor Living Report from Brown Jordan Outdoor Kitchens.

Two headlines emerged. First, 82 percent of homeowners say the pandemic amplified their interest in pursuing outdoor living projects. Second, remodeling professionals ranked outdoor-living projects near the top of their most-requested projects list, just behind home offices and kitchens.

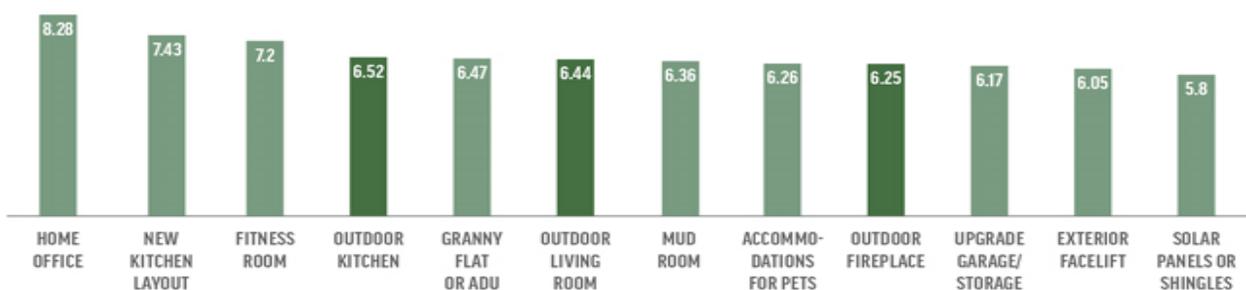
## Outdoor Living Now vs. Then



Harris Poll, Brown Jordan Outdoor Kitchens, 2021.

## Outdoor Living Among Top Projects During Pandemic

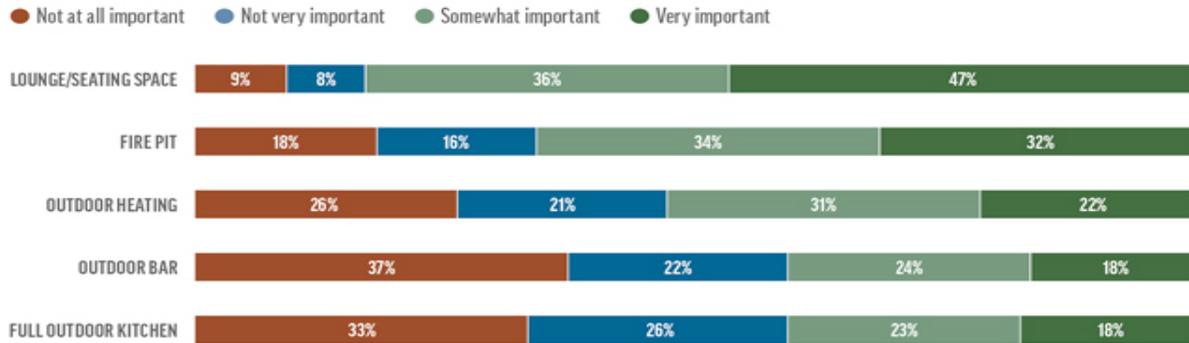
Levels of project interest during pandemic by room type on a 1-10 scale. 1 = decreased interest; 5 = unchanged interest; 10 = high degree of interest



Asked to rank 29 project types by increasing or decreasing client interest as a result of the pandemic, remodelers saw big increases for home offices, kitchen updates and fitness rooms. Three outdoor living projects were also in the top grouping.

Source: Qualified Remodeler magazine Pandemic Home-Design Trends survey of 235 remodelers conducted March 14–16, 2021.

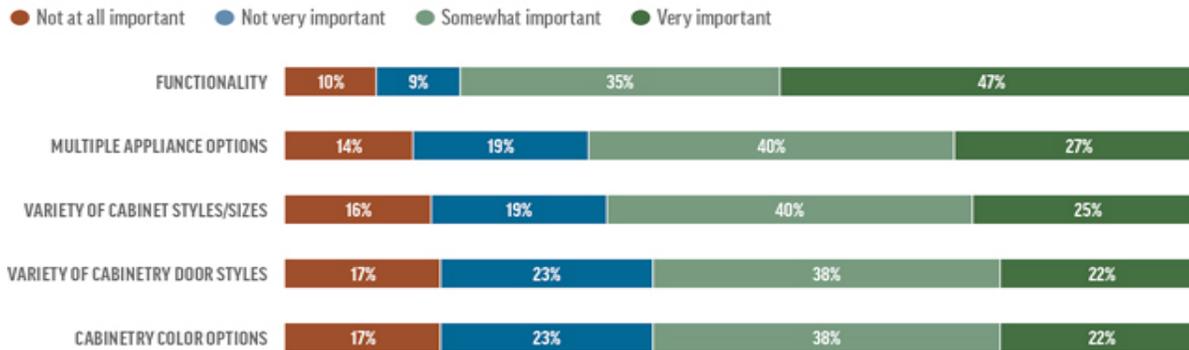
## Seats, Heat & Food: Most-Wanted Outdoor Elements



The hierarchy of most-wanted outdoor elements is basic: Seating, heating and food. Eighty-three percent reported seating choices as important; 66 percent cited a fire pit; 53 percent focused on heating; and 41 percent wanted an outdoor kitchen.

*Harris Poll, Outdoor Living Report from Brown Jordan Outdoor Kitchens, 2021.*

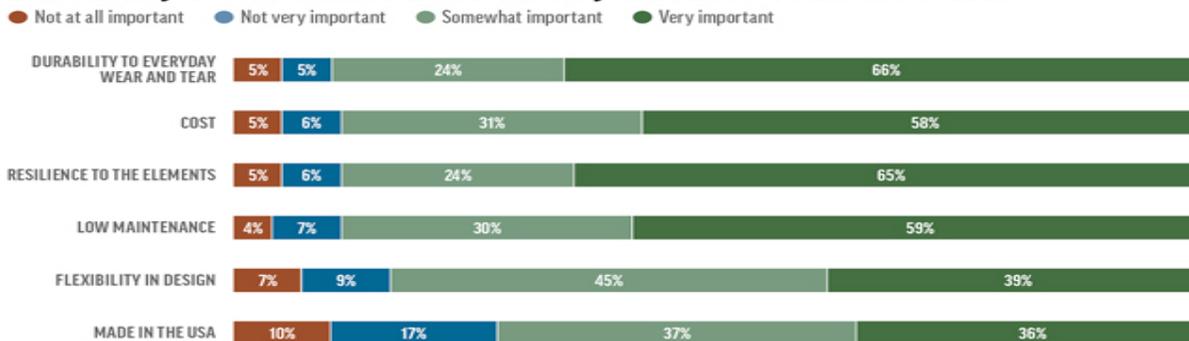
## Outdoor Kitchens: Homeowners Seek Function Over Form



In terms of the importance of factors in designing an outdoor kitchen, 82 percent of homeowners say function is either 'somewhat' or 'very' important. Cabinetry colors and door styles were most important for homeowners aged 35 to 44.

*Harris Poll, Outdoor Living Report from Brown Jordan Outdoor Kitchens, 2021.*

## Durability & Resilience Become Key Outdoor-Kitchen Traits



Getting the job done right for the long term. That pretty much sums up what homeowners say they are seeking when designing their new outdoor kitchen. Cost was a little further down the list of design considerations for homeowners.

*Harris Poll, Outdoor Living Report from Brown Jordan Outdoor Kitchens, 2021.*

# Sears Home



**Amazing Woodworking** 3d • Like Page

What a great idea.  
corner cutting board  
Download 100 Free Plans BELOW:  
[WoodPlansFree.com/freeplans](http://WoodPlansFree.com/freeplans)



**Being Better Humans** is with **Renata Rogers** and **Beniwal Sunil**. Like Page  
Mar 23, 2019 •

Usually, high schools celebrate athletes signing letters of intent and tout seniors waving acceptance letters for colleges. But Henrico County Public Schools in Virginia decided to celebrate students going in a different direction, who weren't headed to college. Public school administrators held a ceremony honoring students who were getting jobs or apprenticeships right after graduation. The students met with representatives from their future places of employment and signed letters outlining what they and the employers would expect from each other. ALL jobs are IMPORTANT! Not everyone can or should go to college! All jobs make the world go round, so kudos to this school for reminding us of that!  
👌❤️#beingbetterhumans



**The Owner-Builder Network** 5d •

Looking for a door handle idea for your workshop? Then this might be for you!



# Spring BLACK FRIDAY

The shopping event you've never heard of

Beginning *mid March* extending to *mid June*, Spring Black Friday focuses on the sale of home goods and outdoor items

## 3/4

of households are planning at least one home improvement project this spring

## 40%

of consumers are planning a home renovation (either DIY or contractor)

## 90%

of shoppers say that their budget is flexible



### Indoor Projects

Nearly 80% of shoppers plan to spend between \$100 to \$5,000



### Outdoor Projects

Over 60% of shoppers are planning to spend up to \$500 for their outdoor work, with plants topping the list

The top 3 categories for home improvement inspiration include



Online brochures/lookbooks



Store websites



Social media

### Shopping Preferences

#### Without COVID Restrictions

	Buy in-store	Online
	62%	12%
	57%	21%

#### With COVID Restrictions

	Wait for in-store sale	Online
	35%	65%
	29%	71%

Survey Group: 2,000 North American shoppers



Flipp is your one-stop app for deals and savings. We help budget-conscious shoppers save money on all their shopping and planning needs. Download the Flipp app for free on the App Store and Google Play.



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Have a Great Summer! ☀️

Next WIBA Newsletter will be September 2021.

“Support Your Local Communities, Where Professionals do Professional Work”



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*May*

Labels in diagram:

- 16x5.5" standard decking Count: 30
- Standard post, hangers and post caps Count: 12 hangers + a 2"x4" 16" long
- Pre-built deck railing system from Luvvies Count: 6
- 2"x4" rails 12" long Count: 12
- 18" galvanized bolts, nuts and washers Count: 2 per post, 24
- 2"x4" spacers 16" long Count: 6
- 2"x10" lumber Count: 2 10' and 2 12'
- 4"x4" wood post Length = deck height + 4" Count: 12
- 8"x10" pre-cast concrete footings 4" thick and 12" underground Count: 12
- Rails with at least 1" tread and less than 2" rise per step Count: 3

**National  
Deck Safety Month**