

# Rent-a-Yard Preso

An excellent way for us to offer an additional discount to our customers is to pay them to “rent” their yard for a month, by allowing us to place a disposable service yard sign in the front yard following the completion of the service call.

- We pay the customer \$10 in the form of an additional discount on their service work.
- You receive a \$5 spiff for each yard sign installed.
- For \$15 plus the cost of the sign, the company receives one month of positive promotion with the neighbors of each of our service customers.

## Presentation

At the end of the service call, before totaling the invoice, ask the customer if he or she would like to save another \$10...

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You *Before I total the paperwork, would you like to save another \$10?*

Customer *Sure. How?*

You *We'd like to rent your yard for a month.*

Customer *Huh?*

You (laughing) *We'd like to put a 12" X 18" yard sign with our company logo and phone number in your front yard for a month. If you agree, the office will let me take another \$10 off the total. At the end of a month, call us and we'll come and get the sign or you can throw it away.*

Customer *That's it?*

You *That's it. We rent your yard for a month and you save \$10.*

Customer *Sure. Why not.*

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If the customer wants to see the sign, show it to her and ask if she would like it in the middle of the yard near the sidewalk/street or to one side.

If the customer asks what happens if someone pulls the sign before the month is over, tell her it's the honor system. You trust her to leave it in place if she says she will. If someone takes it, that's not her fault.