FREE SALES PLAYBOOK

THE GOLD STANDARD OF COATING SALES

Stop losing jobs you already paid for. The concrete coater's playbook for closing more deals.

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BEFORE WE START

This book exists because I keep seeing a pattern where a coating company gets leads from homeowners who literally filled out a form, gave their phone number, and said they wanted a quote. The kind of leads compete for, and then nothing happens!

The owner calls once or twice, no answer. Moves on. Three days go by, then a week. The lead sits there rotting in the CRM, neglected.

Then the owner calls me and says the leads are bad.

If a lead is a homeowner in your service area then it's not bad, the follow-up is.

I run a marketing agency that exclusively serves concrete coating contractors. I generate leads for a living so I know exactly what a good lead is, and I know what happens when good leads get neglected.

So I'm writing this, not because I want to become some sales trainer. Because I am tired of watching good leads die on the vine because the person receiving them didn't have a proven process.

This isn't theory or motivational fluff. This is what I've seen work with highly successful concrete coating companies in real markets. If you do what's in here, you will close more jobs. Period. End of story.

If you don't follow it, don't blame the leads.

> **Let's get to work!**

CHAPTER 1

SPEED TO LEAD

The Five-Minute Rule That Prints Money

Here's the single most important thing in this entire book. If you remember nothing else, remember this:

> **The first contractor to respond gets the job 78% of the time.**

Not the cheapest. Not the most experienced. Not the one with the best Google reviews. Just the first one to pick up the damn phone.

That stat comes from an MIT study on lead response times, and it's been confirmed over and over in home services. Leads contacted within five minutes are **21 times** more likely to convert than leads contacted after 30 minutes. After an hour, your odds of even reaching the person drop by 10x.

Think about what happens when a homeowner fills out a form for a garage floor quote. They're sitting in their house, thinking about their cracked concrete, and they just decided to do something about it. They're motivated, interested, and they're waiting for a call.

If you call in three minutes, you're catching them while they're still there. They're thinking about the problem. They pick up.

If you call tomorrow, they've moved on. They're at work. They forgot they filled out the form. Or worse, someone else already called them and booked the estimate.

THE MATH THAT SHOULD MAKE YOU ANGRY

Let's say you're spending $1,500 a month on ads. You're getting 40 leads. Each lead costs you about $37.50.

Your average job is $3,000. If you close 25% of your leads, that's 10 jobs. $30,000 in revenue. Not bad.

But here's what happens when you're slow. Studies show that 95% of home service companies don't respond within five minutes. The average response time across all industries is 47 hours. If you're even in the 30-minute range, your effective close rate drops to maybe 10-12%.

Same leads. Same ad spend. Same skill level. You just lost $15,000 in revenue because you didn't pick up the phone fast enough.

That's a sales problem.

WHAT TO DO ABOUT IT

Call within five minutes. The phone call is where the appointment gets booked. If they don't answer, **leave a voicemail**. Then call again in two hours.

Treat every lead like it cost you $100. Because effectively, it did. When you factor in your ad spend, your time, fees, and the revenue you'll lose by not converting it, a $37 lead that turns into a $3,000 job is a 80x return. **But only if you call**.

> **Your speed is your first impression. If you're slow to respond to an inquiry, the homeowner assumes you'll be slow to show up for the job.**

CHAPTER 2

THE FOLLOW-UP MACHINE

Why One Call Is Never Enough

Most concrete coating contractors call a lead once, maybe twice, and give up. I've seen it over and over. A lead comes in on Monday. The owner calls Tuesday morning. No answer. They move on.

That lead cost you $35 and you treated it like it was free.

Here's what the data says: 80% of sales require at least **FIVE** follow-up contacts. But 44% of salespeople give up after just one. In home services specifically, it often takes 6 to 8 contact attempts before you reach someone.

The homeowner isn't ignoring you because they're not interested. They're at work. They're driving. They're putting their kids to bed. They filled out that form at 11pm on a Tuesday and now it's Wednesday afternoon and they're in a meeting.

You have to be persistent, but don't be annoying. You're now learning to finesse.

THE ONSLAUGHT FOLLOW-UP CADENCE

Here's exactly how to work a new lead. This is not a suggestion. This is **the** system.

DAY 1 (LEAD COMES IN)

- Auto-text fires immediately
- Call attempt #1 within 5 minutes
- If no answer: **LEAVE A VOICEMAIL**
- Call attempt #2 a few hours later (vary the time of day)

DAY 2

- Call attempt #3 in the morning
- Call attempt #4 late afternoon if still no answer

DAY 3

- Call attempt #5. This is our last aggressive push. Leave a voicemail that creates mild urgency: “Just wanted to make sure you got our messages. I’ve got a few openings this week and we want to make sure to get you what you need ASAP.”

DAYS 4-7

One call every other day. Alternate between morning and evening. Always leave a voicemail.

WEEK 2-4

One call per week.

If you called once and moved on, that’s not called a “FOLLOW up”, that’s called a “GAVE up”.

VARY THE TIME OF DAY

This is the mistake everyone makes. You call at 10am on a Tuesday. No answer. You call at 10am on a Wednesday. No answer. You call at 10am on a Thursday. No answer.

The homeowner works from 8 to 5. They’re probably not picking up at 10am.

Tier	Window	Time	Why It Works
Tier 1	After work	5:30–7pm	Home, relaxed, phone in hand
Tier 2	Early morning	7–8am	Coffee in hand, not yet at work
Tier 3	Lunch break	12–1pm	Stepped away from desk, checking phone
Tier 4	Saturday	9–11am	Home, thinking about house projects

WHAT TO SAY WHEN YOU LEAVE A VOICEMAIL

Keep it under 20 seconds. Sound like a human being, not a telemarketer.

“Hey [Name], it’s [You] with [Company]. You reached out about getting your garage floor done. I’d love to come take a look and get you a quote. Give me a call back at [number] Talk soon.”

That’s it. No pressure. No “limited time offer.” Just a real person following up like a professional.

CHAPTER 3

THE IN-HOME ESTIMATE

Where Jobs Are Won or Lost

The estimate is not a formality. It's not just showing up with a tape measure and handing someone a dollar amount. The in-home estimate is where you either earn the job or lose it to the next guy!

Most homeowners get a few quotes which is normal, can't control that. What you can control is how you show up, what you say, and how you make them feel about spending $3,000 to $6,000 on their garage floor.

BEFORE YOU WALK IN THE DOOR

Do two minutes of homework. Look on zillow for the home's most recent sale date. If it just sold, say something about how it's best when homeowners get it done as soon as they move in. They will respond with something along the lines of "funny you mention that, we just moved in!". Look at the house on Google Earth. Check if they have a nice car in the driveway. Look at their neighborhood. This tells you what kind of buyer they are. A homeowner in a million dollar house with a porsche in the driveway cares about aesthetics and quality. A homeowner in a $250,000 house is going to be more price-conscious. Factor that into your delivery.

Both are valid customers. You just need to finesse a bit differently.

Show up on time. Not too early, never late. If you're going to be late by even 2 minutes, call them. This is the simplest thing in the world, clear communication means a lot to a potential buyer.

Look professional. You don't need a suit, but a clean branded shirt, clean truck, and a firm handshake go a long way. You're asking someone to trust you in their home. Look like someone trustworthy!

THE FIRST 5 MINUTES MATTER MOST

Don't walk in and immediately start measuring. That's what a bid monkey does, you're an owner.

Walk in, shake their hand, introduce yourself, and start off with this exact question: "So what made you want to get this floor done?"

Then shut up and **let them talk**.

Dale Carnegie wrote that the easiest way to get someone to fall in love with you is to get them talking about themselves. So this is not only a people skill, it's a sales skill. The more they talk, the more they trust you. The more they tell you, the less guessing you have to do.

They'll tell you everything you need to know. Maybe they're tired of the dust or maybe their wife saw a friend's pool deck on Facebook and now it's a whole thing. Whatever they say, that's what you sell. Not features, not specifications, their reason for wanting the concrete done.

> **People don't buy concrete coatings. They buy the version of their home they see in their head.**

Educate, Don't Pitch and sell the vacation, not the flight.

Here's the key: frame everything in terms of what matters to them. Alex Hormozi says it best: sell the **vacation**, not the plane ride. Nobody buys a flight because they love sitting in a metal tube in the sky for 6 hours. They buy it because it is simply a means to the beach on the other end.

Same thing here. Most homeowners don't really care about your grinder. They don't care about your primer coat. They care about happiness. They care about pulling into their garage and it looking like a showroom. They care about not being embarrassed when the neighbors walk by and the garage door is open. They care about hosing off the floor in 30 seconds instead of scrubbing oil stains on their hands and knees.

That's the vacation. Sell that.

Don't say "we diamond-grind the surface to create a mechanical bond for the base coat." Say "when we're done, you're going to open your garage door to happiness."

Features are for you. Benefits are for them.

SHOW THE TRANSFORMATION, NOT THE PRODUCT

Bring a tablet or a clean, uncracked phone with a gallery of your best work. Organized by project type: garages, patios, driveways, pool decks. When you're in someone's garage, show them garages. When you're on their patio, show them patios.

If you've done work in their neighborhood or their city, say so. "We actually just finished a garage about two miles from here, do you know the Hansens? Actually, same color flake you're looking at." That's not a sales trick, that's legitimate credibility.

Before/after photos are the most powerful sales tool in concrete coatings. More powerful than any script. More powerful than any discount. When someone sees a cracked, stained garage floor turn into a showroom, the sale is half done.

WORK THE WHOLE NEIGHBORHOOD

Every estimate is a free trip into a neighborhood full of garages that look just like the one you're standing in. Don't drive home after one appointment.

Park in the driveway. Not down the street. Put your truck right in their driveway, ideally with your wrap facing the road. A wrapped truck in a neighbor's driveway is a billboard that says "someone on this street trusts this company." People notice who's working on the houses around them.

Then knock every door. D2D style. When the estimate is done, walk the street and knock on every house you can reach. Keep it short:

"Hey, I'm [name] with [company]. We're doing a garage floor for one of your neighbors, and while I'm here I'm giving free quotes. Have you ever thought about doing yours?"

That's it. Most people will say no. Some will say "actually, yeah." Leave a card or door hanger at every house where nobody answers. Don't give out your customer's name or address unless they've told you that's fine. "One of your neighbors" works.

The neighbor who says yes is the cheapest lead you'll ever get. No ad spend, no follow-up chase, and you're already standing in their driveway.

Swallow the frog. Mark Twain supposedly said that if you have to eat a frog, do it first thing in the morning, and nothing worse will happen to you the rest of the day. Knocking doors is the frog. Nobody likes doing it. That's exactly why your competitors don't, and exactly why it works.

So don't give yourself time to talk yourself out of it. The moment you walk out of the estimate, before you touch your phone or open the truck door, start knocking. The longer you sit in the truck, the bigger that frog gets. Swallow it, and the rest of your day is easy.

CHAPTER 4

PRICING AND OBJECTIONS

How to Present Your Number Without Flinching

Here's where most contractors lose the job. Not because the price is wrong. Because the way they present it is wrong.

They measure the floor. They do some math on their phone. They mumble a number. The homeowner's eyes go wide. The contractor panics and starts discounting.

That's not selling. **That's groveling.**

HOW TO PRESENT THE PRICE

Never just blurt out a number. Build the value first. Walk them through what they're getting.

"So here's what we're going to do. We're going to diamond-grind the entire surface to create a proper bond. Repair that crack by the door. Apply a moisture barrier coat, then the base coat, broadcast the flake, and finish with a polyaspartic topcoat. It takes a day, and you can usually park on it the next day. We're going to go with a midnight torque flake blend, It's backed by a 15-year warranty to ensure you're 100% happy with it. For this space, we're at $[price]."

Notice what happened there. By the time you said the number, they already knew what was included, and they were excited about getting it done. They heard the process. They heard the warranty. They heard "one day." The price has context.

Then say the number clearly and confidently. Don't whisper it. Don't rush past it. Don't apologize for it. State it like it's a fact, because it is.

> **If you don't believe your price is fair, the homeowner won't either.**

THE OBJECTIONS YOU'LL HEAR (AND WHAT TO SAY)

"THAT'S MORE THAN I EXPECTED."

This is the most common objection in coatings. Here's the thing: most people have no idea what this costs. They might have seen a DIY epoxy kit at Lowe's for $300 and assumed that's the ballpark.

Don’t get defensive. Ask a question back: “What were you thinking budget-wise?” This tells you how far apart you are. If they say $1,500 and you’re at $4,000, that’s a different conversation than if they say $3,000 and you’re at $3,800.

Then educate: “I totally get it. Those hardware store kits are a lot cheaper upfront. The difference is they last about a year. What we install is a completely different system. It’s industrial-grade, UV-stable, and it comes with a warranty. Most of our customers looked at the DIY route first and decided they’d rather do it once and do it right.”

“I NEED TO TALK TO MY WIFE/HUSBAND.”

Totally fair. But here’s the play: “For sure, I’d want to do the same thing. Is there anything specific they’d want to know that I can help you answer? And would it help if I left you a few photos of similar projects so you can show them what we’re talking about?”

What you’re doing is arming them to sell on your behalf. If they walk inside and say “some guy said $4,000,” the spouse hears “expensive.” If they walk inside and show photos and say “this is what our garage could look like, one day install, 15-year warranty, here’s the cost,” that’s a completely different conversation.

If possible, try to book the estimate when both decision-makers can be there. Ask when you’re scheduling: “Will your spouse be around? I find it helps to have everyone there so nobody’s left guessing.”

“I’M GETTING A FEW OTHER QUOTES.”

Good. You should be. Don’t try to talk them out of it. Say something like: “That’s smart. When you’re comparing, the main things to ask about are the type of coating system, the prep method, and the warranty. A lot of companies use basic epoxy because it’s cheaper, but it won’t hold up the same way. Make sure you’re comparing apples to apples.”

You just positioned yourself as the expert. You didn’t trash the competition. You armed the homeowner with questions that will make the cheaper guy look bad on his own.

“CAN YOU DO IT FOR LESS?”

Don’t panic. Don’t immediately discount. Ask: “Is it the total that’s the concern, or is it more about the monthly payment?” If you offer financing, this is where it shines. $4,000 sounds like a lot. $150 a month sounds like nothing.

If they genuinely can’t afford it, you can sometimes reduce the scope. “We could do just the garage and skip the laundry room for now. That brings it down to $[lower price]. And when you’re ready to do the laundry room, we’ll already have your color on file.”

What you don’t do is randomly knock $500 off. That tells the homeowner your price was made up to begin with.

CHAPTER 5

CLOSING THE DEAL

How to Ask for the Job Without Being Awkward About It

A lot of contractors do everything correctly up to this point. They respond fast, show up looking professional, and educate the homeowner. They present a solid quote.

Then they leave without asking for the sale!

They say “let me know what you decide” and walk out the door. That’s not closing. Always be closing!

THE ASSUMPTIVE CLOSE

This is the easiest close in home services and it works because it’s natural. After you’ve presented the price and answered their questions, you move directly into scheduling.

“We’ve got availability next Tuesday and Thursday. Which works better for you?”

That’s it. You’re not asking “so do you want to do this?” You’re assuming they do (because you just spent 30 minutes building value) and you’re moving to logistics.

If they’re ready, they’ll pick a day. If they’re not, they’ll tell you what’s holding them back, and now you have a real objection to address instead of guessing.

THE DEPOSIT LOCK-IN

If they’re ready to go, take a deposit on the spot. Have a way to collect some payment right there. A mobile card reader, Venmo, Zelle, whatever you use. The longer between “yes” and money changing hands, the more likely they are to get cold feet or call someone else.

Frame the deposit positively: “We just need a deposit to lock in your date. We book up pretty quick, especially on weekends, so this makes sure nobody takes your spot.”

This is true, by the way. You probably do book up. And if you don’t, you should be acting like you do.

WHAT TO DO WHEN THEY SAY “LET ME THINK ABOUT IT”

This is not a no. It’s a stall. And stalls have a reason behind them.

Don’t say “no problem, take your time.” That’s giving up. Instead:

“Totally understand. Just so I can follow up properly, is there something specific you’re thinking over? I want to make sure I’ve answered everything.”

Nine times out of ten, they’ll tell you the real issue. Price. Spouse. Timing. Budget. And now you can address it directly instead of waiting three days to find out they went with someone else.

If they genuinely need time, that’s fine. Set a follow-up: “How about I check in with you Friday? That gives you a few days, and if you have any questions in the meantime, just text me.”

Then actually follow up on Friday. Not Saturday. Not next week. Friday. Like you said you would.

CHAPTER 6

AFTER THE ESTIMATE

Follow Up To Close those Stragglers

You've done the estimate. They said they'd think about it. Now what?

Most contractors do nothing. They wait. They hope. They check their phone. The lead goes cold. They fill out another ad a week later, that guy follows this process, wins the deal.

Top closers follow up. Strategically, and with purpose.

THE POST-ESTIMATE CADENCE

NOTE: Start every phone call like you're talking to a friend. "Hey how's the day been?" When they ask back, actually tell them how your day went. Share a personal detail or 2.

Day 4: Call. "Well anyway John, I'm just following up on that estimate. Did you have a chance to talk it over? What questions can I answer?"

Day 7: Another call. This is your last strong push. After this, we move to a slower drip.

Week 2-4: One touch per week. Can be an email or a quick call. Rotate between value adds (photos, reviews, seasonal reminders) and direct check-ins.

THE "LOST" LEAD IS NOT DEAD

Someone who got a quote and didn't book is not gone forever. Their timing might have been off. They might have had a financial hiccup. They might have gotten a cheaper quote that fell apart.

If you want to you can set a reminder to reach out again in 60 days. Then 90. A simple "Hey Steve, we quoted your garage back in March. Not sure if you ended up getting it done. If not, we'd still love to take care of it for you."

I've seen people close jobs six months after the original estimate. The homeowner just wasn't ready yet. But the contractor who stayed in touch was the one who got the call when they were.

CHAPTER 7

KNOW YOUR NUMBERS

If You Can't Measure It, You Can't Fix It

You need to know four numbers. Not roughly. Exactly.

1. Cost Per Lead (CPL) — How much are you paying for each lead? If you're spending $1,500/month on ads and getting 40 leads, your CPL is $37.50.

2. Contact Rate — Of those 40 leads, how many did you actually reach? If you talked to 25, your contact rate is 62.5%.

3. Appointment Set Rate — Of the 25 you reached, how many booked an estimate? If 15 did, your set rate is 60%.

4. Close Rate — Of the 15 estimates, how many became jobs? If you closed 8, your close rate is 53%.

Why this matters: every one of those numbers is a lever!

If your contact rate is low, you have a follow-up problem. If your set rate is low, you have a phone skills problem. If your close rate is low, you have an estimate problem or a pricing problem.

Many contractors blame the leads when oftentimes the real issue is somewhere in the middle of the funnel. The numbers tell you exactly where.

BENCHMARKS FOR CONCRETE COATING COMPANIES

These aren't perfect, but they're what I've seen across multiple clients in multiple markets:

Metric	Average	Target
Cost Per Lead	$30-$60	Under $45
Contact Rate	50-60%	70%+
Appointment Set Rate	50-60%	65%+
Close Rate	25-35%	40%+
Average Job Value	$3500	$3,500+

Metric	Average	Target
Speed to Lead	30 min	Under 5 min

If your close rate is below 20%, you have a serious problem somewhere. If it's above 50%, you might be undercharging. The sweet spot for home services is 30-45%.

CHAPTER 8

MINDSET

You're Not a Salesman. You are an EXPERT.

I saved this for last because it's the one that ties everything together.

Most concrete coating contractors don't think of themselves as salespeople. "Ooh I'm a floor guy I don't do any of that sales stuff". They're business owners who happen to need customers.

That's fine actually, keep thinking that way.

The best closers in home services don't sound like salespeople. They sound like experts who are genuinely trying to help someone make a good decision about their home. Because that's what they are.

You know more about concrete coatings than the homeowner ever will. You know which products last and which ones peel. You know what prep work matters and what corners get cut by the newbies. You know what their floor is going to look like in three years based on the system you install.

That's not selling. That's advice. And when you approach it that way, the "sales breath" disappears. You're not trying to convince someone to buy something they don't need. You're helping someone make a decision they already want to make.

STOP COMPETING ON PRICE

If you're the cheapest quote in your market, you're doing it wrong.

The concrete coating market has plenty of cheap options. DIY kits. Handyman specials. The guy who started last month and is charging $2 a square foot because he doesn't know his numbers.

You don't want those customers anyway. You want the homeowner who values quality, understands the difference, and is willing to pay for a floor that lasts. Those people exist in every market. You just have to show them why you're the right choice.

That's what the estimate is for. That's what your before/after photos do. That's what your warranty communicates. That's what showing up on time in a clean shirt says about your business.

Every touchpoint either adds value or subtracts it. There is no neutral.

THE 10 RULES

Pin this to your dashboard. Read it every morning before you pick up the phone.

1. **Respond to every lead within 5 minutes. No exceptions!**
2. Call **at least** 6 times before you give up on a lead. Vary the time of day.
3. Every voicemail should be **under** 20 seconds and sound human.
4. Book estimates when **both** decision-makers are present.
5. Show up **on time**, look professional, bring samples and photos.
6. Ask why they want the floor done. Then sell to **that** reason.
7. Present the price with confidence **after** building the value.
8. **Always** ask for the sale. Don't wait for them to offer.
9. Follow up after every estimate. Day 4, call.
10. Track your numbers. CPL, contact rate, set rate, close rate. Every month.

THE BOTTOM LINE

Thanks for reading this!

Leads are not lottery tickets. They're people who raised their hand and said they have a problem you can solve. Every one of them deserves a fast response, persistent follow-up, and a professional experience when you show up at their door.

The contractors who follow this system simply close more jobs. Not because they're better salespeople. Because they're more disciplined. They pick up the phone. They follow up. They show up prepared. They ask for the sale. And they track what's working.

If you're getting leads and not closing them, the answer is somewhere in this book (unless you're getting leads that are renters and high schoolers, then you have a different problem). Find the weak link. Fix it. Then move to the next one.

And if someone asks you why your schedule is full and theirs isn't, you can tell them the truth:

> **You followed The Gold Standard of Coating Sales.**

WANT HELP GENERATING THE LEADS IN THE FIRST PLACE?

Onslaught Marketing works with one concrete coating company per territory.

If your market is still open, let's talk.

Check your territory at onslaughtadvertising.com