

D23 Best Practice: Build a Quality Estimate

Estimate Quality Conversion Rate

Good	72%
Bad	50%



★ Did you know that giving the customer an **quality estimate** is a key factor in driving conversion rate? ★

Use the **4 Qualification Questions** to help the customer select the right product and install for their needs!

- ☐ What is your project?
- ☐ What is your budget?
- ☐ Who is using the space?
- ☐ When do you need it?

Room Size Wizard*

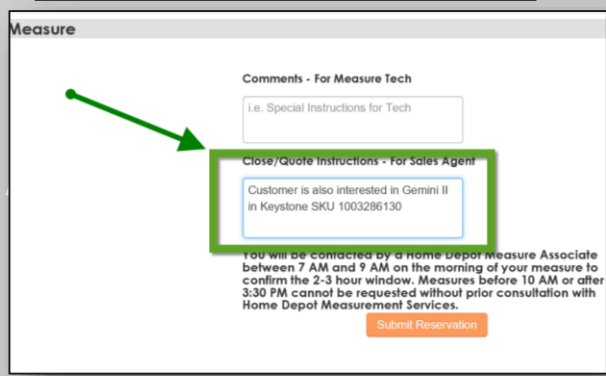


*based on CRI national average room sizes

Build the Estimate with your Customer's selections

1. Enter an **accurate room count** and the **correct square footage**
2. Add the **PRODUCT** the customer has selected
 - **Expert Tip:** choose an additional product option for quoting!
➤ Use the "Best" in the Estimate and the 'Good' for the second product.
 - **Expert Tip:** Use the "Help Me Choose" Room Wizard
3. Tell the customer about **Next Steps**
 - ☐ HDMS will call within 48 hours of your measure and **"that's when you pay!"**
 - ☐ Use the **HDMS QR Code** to make sure that the customer never misses our call!

Choose a Second Product



➤ Use the "Best" in the Estimate and the 'Good' for the second product

QR Code

