

How to Start Curbside Selling

While homeowners are hesitant to let individuals into the home, many still like the ability to pick up and touch samples. This can help them better connect emotionally with the right choice for their home and get a better idea of what that product would look and feel like in action. So, how do you offer that same experience while maintaining a safe difference?

Meet the Curbside Sell Approach

This new selling style gives your client the in-person sample experience they seek while still allowing you to connect with them during the process.

Here's how it works:

- Set an appointment time to visit their home.
- A few minutes before, set up a card table in their driveway and place sanitized samples out on display.
- Once you're all set-up, return to your vehicle and call the homeowner to let them know you're ready.
- Have the homeowner stay on the phone or connect via tablet or laptop while they look so you can walk them through the options.
- After they've had the chance to look through the samples, hop on a virtual presentation to go over your design.
- Once you're done and they're back inside, pack up and re-sanitize for your next sales call.

This creative approach helps you look like a pro while still giving the homeowner some space to look over their options and not stress about having a stranger in their home.

Not sure if the Curbside Sell is right for you? The Curbside Drop-Off is less hands-on but can be equally as effective. Put together a sanitized kit of samples and drop it off at the homeowner's doorstep. They'll be able to look through the samples on their own time and decide which options work best for their home. When they've made their decision, ask them to bundle everything up and place it

back on their doorstep for a designated pick-up time. All you need to do is sanitize them once you pick them up and package them for the next homeowner.

Why is it important to have these options?

People aren't always comfortable having a stranger come into their home, especially for the extended period of time a sales presentation can run. The homeowner has a greater sense of control and security, and offering these options shows you're flexible, professional, and practice good safety measures.

As a bonus, Curbside Selling is a good visual for neighbors who may also be interested in a home improvement project!



Meet Your Perfect Curbside Selling Companion

One Click Contractor is the only all-in-one virtual selling platform built specifically for home improvement professionals. Ditch the paperwork and impress with fast virtual measurements and estimates, easy-to-sign agreements, built-in virtual presentation tools, and more.