

# Reluctance...Removed!



## **Insurantee® – The 100% No Worry Third Party Credential from AWDI.**

Sometimes the difference between closing a sale and losing a sale comes down to the matter of trust. You can almost hear the nervous customer thinking: "Is this guy just after my deposit?" "Will he ever complete the project, or leave me holding the bag?" "What if he goes out of business?" "How do I know if he's telling the truth?"

For the third straight time Home Improvement was the primary source of consumer complaints, slightly behind used car salesmen. Fully 82 % of all consumer complaints cited consumer fears that the contractor wouldn't complete the job or do poor quality work.

Now with Virtual Sales presentations and reluctance of consumers to have sales personnel in their home, it becomes more critical that the consumer, buying a product or service they can't experience until after they have bought, have confidence and trust in the home improvement source. Is it any wonder that Big Box retailers and branded dealers seem to have the easier time getting "on-line" consumers to trust them?

The best way to eliminate reluctance and doubt and provide Confidence and Trust is with strong 3rd Party Credentials. Third Party endorsements have proven to be the 100% no-worry solution.

Once you present your AWDI credentials (from certification, through Approved Dealer to Insurantee), your customers can listen to your remote presentation more intently, trusting you have been well vetted and will provide the performance and satisfaction they expect.

It's not a coincidence that Consumer Reports Magazine has recommended AWDI certification for 13 straight years. It is also significant that EnergyStar and NFRC accept AWDI standards and practices for installation.

And AWDI even offers consumer monitoring of the sales and installation process with their Insurantee® Program – a program that has monitored thousands of registered jobs without a consumer complaint. These can be your earned assurances to offer your customers when they deal with you, sight unseen, on-line.

Virtual Presentations are great. They work successfully for both the consumer and the dealer – especially when independent 3rd Party Credentials assure the homeowner they are in good hands.