



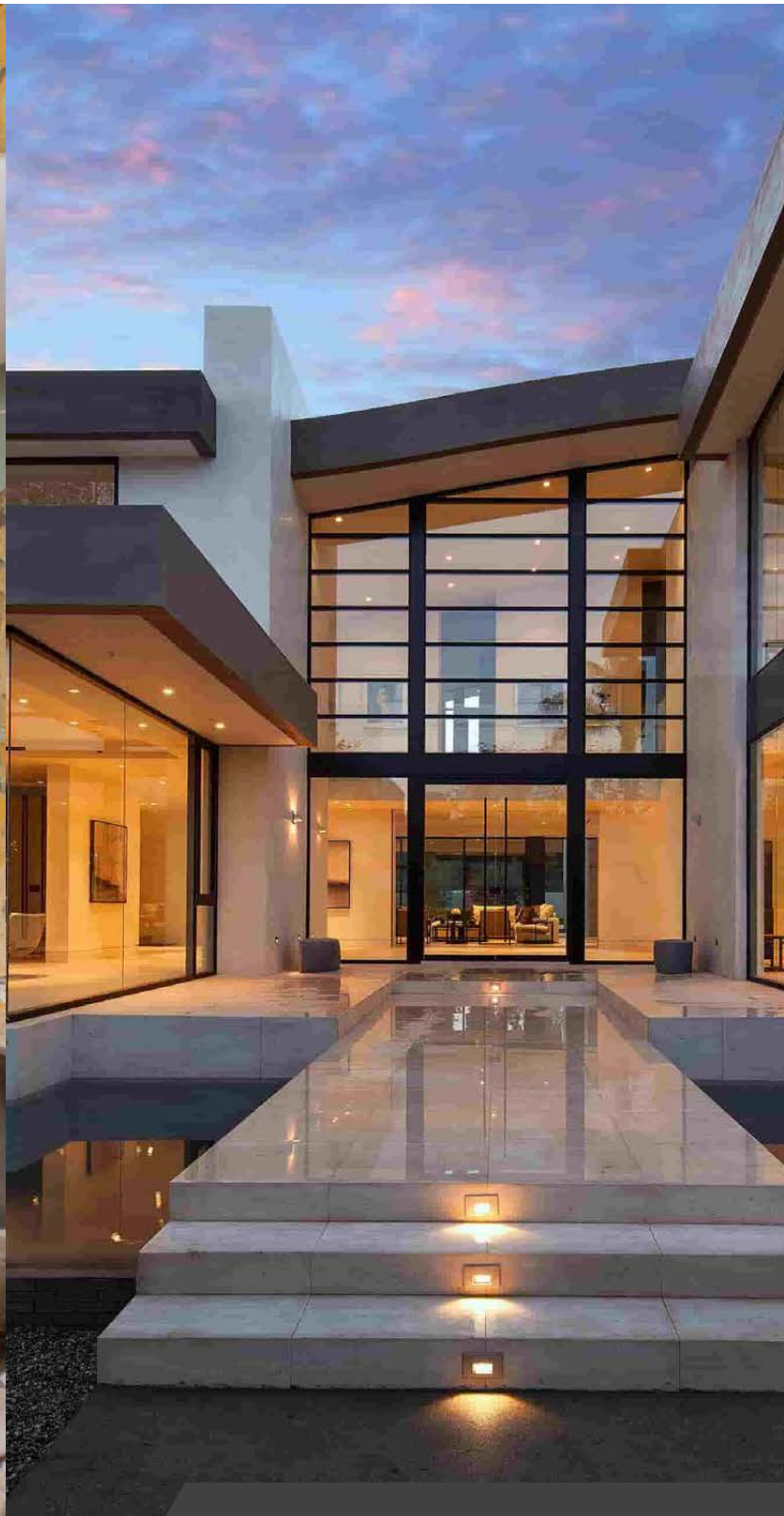
**Book a 15min
Scale Session
Call**



- ▶ In construction for 20+ years
- ▶ Built multiple 7 figure companies
- ▶ Amazon #1 bestseller
- ▶ Award winning coach
- ▶ 5* rated
- ▶ Help businesses scale to £5m+

DEVELOP

YOU GET WHAT YOU PITCH FOR



Who is your ideal client?

Project size? £

Project type?



KEY IDEA:

What problems do they have?

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HOMEOWNERS

Problem	Desired Solution	How we solve it
Lack of bedroom or living space	Extension or better redesign of existing space	Specialise in working in London & tight spaces. The key is to design cleverly to maximise space. We understand clearly local council policies on planning to ensure client receives full development potential of property.
Can't afford to upgrade house	Stay put, but extend & invest in current home	We can advise on how to get ROI by extending & we know property values in area
House tired & old	Modern & upgraded	Old houses have character so we work to incorporate existing features to retain character whilst making it more livable
Bought a run down house looking to update	Maximise value & modernise	We can advise on how to get ROI by extending & we know property values in area

Pre-contact with builder:

Funding	Funding in place easily & inexpensively	We have a partnership with funders who specialise in home improvement loans to offer inexpensive options & easy applications
No idea of potential / design	Someone designs it for them & tells the what looks best	We can offer ideas & solutions which is personalised around their needs. We can even offer interior design solutions for a complete service
What company to chose	Being confident they have found the best company	Our numerous reviews, awards & client recommendations. Our guarantees. Everything done for you in house.
No idea of budget	Completely fixed & detailed, clear quote	We provide very detailed quotes & offer a full QS service if required
No idea of timeframe	Clear timeframe shown & weekly updates	We provide a detailed timeframe Gantt chart & weekly site meetings on progress
Do not understand legal process	Confidence that all legal requirements have been dealt with & they are covered	We provide guidance & resolve all planning, building regs, party wall agreements, insurances resulting in a full sign off certificate
Worried about neighbour objections	Neighbour is dealt with professionally & relationship kept in tack	We deal with party wall agreements in a sensitive way understanding you still need to live next door to them & its not just about insisting on your rights. We are flexible & amicable to deal with

Searching for builder:

Avoid cowboy builder	Getting a top professional builder	Award winning. Guarantees, reviews recommendations
No recommendations	Receiving tons of recommendations to ease their concerns	As above, lots online. Clients available to talk to on request. Current projects are able to be viewed

Don't know process	Understanding the process entirely	We provide guidance on Q's to ask & ensure client is fully comfortable before proceeding. Office staff fully trained to deal with common Q's & project managers highly experienced
	Understanding the process entirely	We provide guidance on process to ask & ensure client is fully comfortable before proceeding. Auto email updates are provided
How will it affect family	As least invasive as possible	We aim to keep clients within the properties if possible & we do this by providing temp kitchens. On lofts we work from external & do not break through into house until last minute. We are also realistic & advise when it is not practical to stay on site
Do they need to take time off	Don't use up any unnecessary holiday time	With the full project management team, we can organise everything without any requirement for time off.
Can they still live at home	Stay at home if possible to cut down on rent costs	We aim to keep clients within the properties if possible & we do this by providing temp kitchens. On lofts we work from external & do not break through into house until last minute. We are also realistic & advise when it is not practical to stay on site
Safety for kids	Confidence that site will be safe, kids are safe from workers	We ensure full H&S is adhered to with a clean, tidy site. Site will be cordoned off safely. All workers have CRB or DBS checks
Will the estimator turn up on time	Turn up on time	We give 1hr slots & always update if running late
Will the quote take long	Quick turnaround on quote	We quote within 7 days
Guideline pricing	An idea on budget	Open & transparent see website under Costs
Don't know what finishes/ materials to purchase	Wants it chosen for them	Have partnerships with Howdens & bathroom companies. We can recommend products based on budgets
At quote stage		
Getting ripped off	Transparency, value for money. Not finding hidden extras	QS service if required. Detailed quotes. We stick to quotes & try to be fully inclusive rather than a sparse quote so extras not found at the end.
Hidden costs	Not finding hidden costs, stick to agreed quote	QS service if required. Detailed quotes. We stick to quotes & try to be fully inclusive rather than a sparse quote so extras not found at the end.
Struggling to compare other quote	Easy to understand quote with detail to enable comparison	QS service if required. Detailed quotes. We can break these down further as needed to assist with comparison

How to fund build	Funding in place easily & inexpensively	We have a partnership with funders who specialise in home improvement loans to offer inexpensive options & easy applications
Can I trust the company	Confidence in company	Reviews, awards, guarantees
Is the company too busy- Fear of loss	They are given full attention if slot booked.	We allow slots to be booked well in advance. We try to be flexible, but will not take on more work than we can handle & will advise early on
Fear of physical loss, will company go bust with deposit	Money protected	We belong to a scheme where deposits are protected. We offer 3rd party guarantees
Fear of project dragging on	Project completed with timelines given	Offer money back every week we run over. Detailed Gantt chart provided
No-one on site for extended periods	A full team working consistently & progress being made	Teams are managed by the PM & weekly meetings ensure progress is being made in accordance with Gantt chart
Quality of workmanship	Great end product, quality work	PM monitors quality & has sign off sheets to check each stage of the build
Structural damage	No damage, but if there is any its repaired without cost to client	Fully guaranteed & our Public liability covers any unforeseen damage caused to client or neighbour
Damage to neighbours	No damage, but if there is any its repaired without cost to client	Fully guaranteed & our Public liability covers any unforeseen damage caused to client or neighbour. Party wall agreements protect neighbour
Upsetting neighbours during the build	Neighbour happy & confident in builder	We deal with party wall agreements in a sensitive way understanding you still need to live next door to them & its not just about insisting on your rights. We are flexible & amicable to deal with
Paying to much up front	Paying a minimal amount, money protected	We deal with valuations based on works completed, only requesting small deposits which are backed up by 3rd party protection.
Being stitched up with contracts	Fair contract used, protecting client	We use contracts based on Federation Master Builders templates, plus we are happy to use standard JCT contracts if required. All contracts have rights of arbitration in the event of a dispute
Getting the design right	Someone designs it for them & tells the what looks best	We can offer ideas & solutions which is personalised around their needs. We can even offer interior design solutions for a complete service
Ensuring legal side is covered	Confidence that all legal requirements have been dealt with & they are covered	We provide guidance & resolve all planning, building regs, party wall agreements, insurances resulting in a full sign off certificate
Will I get ROI	Maximise value & modernise	We can advise on how to get ROI by extending & we know property values in area

How is going to be run, how much involvement do they need to have	Want the option to be involved, or not involved	We are flexible so offer full end to end management, but we are also happy for clients to be involved heavily liaising with our PM's & design team
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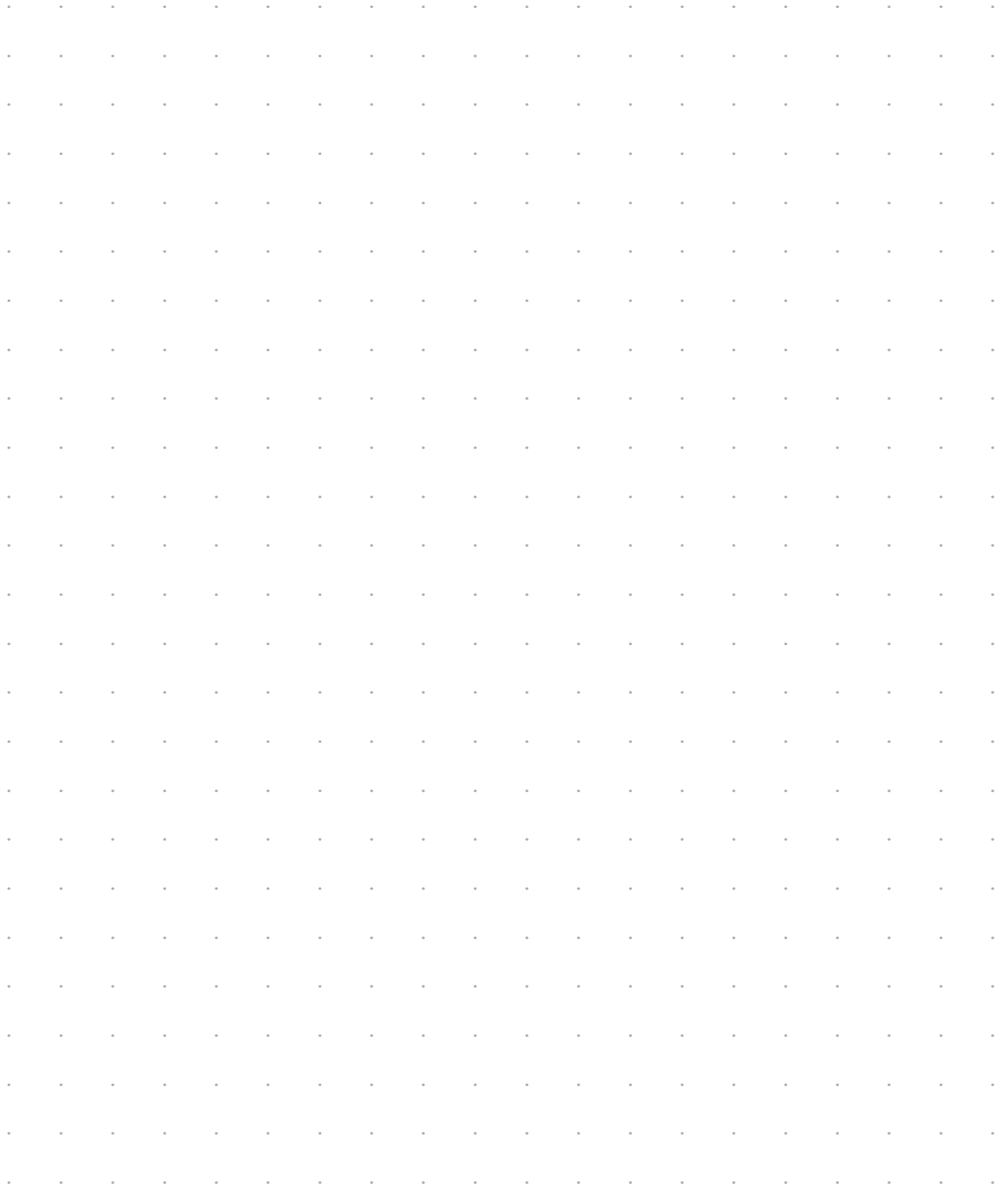
Project stage

Getting planning permission	Gaining planning easily	With our extensive experience with local councils we know what the planning criteria is. Although never guaranteed our success rate for gaining planning first time is.....
Overpaying	Paying a minimal amount, money protected	We deal with valuations based on works completed, only requesting small deposits which are backed up by 3rd party protection.
What happens if there's an issue, I'm unhappy	Complaints being followed through	We have a full complaints procedure. PM will look into complaints initially & then escalated to office manager & then MD
Project starts to overrun	Project completed with timelines given	Offer money back every week we run over. Detailed Gantt chart provided
Quality not right	Great end product, quality work	PM monitors quality & has sign off sheets to check each stage of the build. Full complaints procedure if required. We also offer arbitration by 3rd party if both sides disagree
Seeing structural defects appear	These will be resolved without cost to client	Fully guaranteed & our Public liability covers any unforeseen damage caused to client or neighbour
Leaks/ damp patches	These will be resolved without cost to client	Fully guaranteed & our Public liability covers any unforeseen damage caused to client or neighbour
What's the guarantee	Lifetime	Lifetime & backed up for X years by 3rd party
Has building inspector checked it	Full BC sign off	Staged inspections are carried out & documented leading to a final certificate
Communicating with workforce	Communication not lost in translation	Clear channel of communication stops this. All communication to go through PM
Hidden extras being done without approval	No hidden costs	No extras carried out without Docusign agreed
Unsafe practices	Safe working practices, family & home safe	Full H&S assessments carried out per project & monitored throughout
Selecting finishes & products	Someone designs it for them & tells the what looks best	We can offer ideas & solutions which is personalised around their needs. We can even offer interior design solutions for a complete service. We also have partnerships with
Getting sign off	Full BC sign off	Staged inspections are carried out & documented leading to a final certificate
Long term guarantee	Lifetime	Lifetime & backed up for X years by 3rd party

ARCHITECTS

Problem	Desired Solution	How we solve it
Tenders not returned on time	Tender returned on time	We guarantee our tenders will be returned on time or we'll buy you a pizza
Tenders not completed correctly	Tenders accurate & complete	We use specialise QS's or software and price line by line items down to last nail
Doesn't come across professional	Professional company	We ensure we display utmost professionalism from the initial quote booked in though our calendar software, our our estimators wear clean branded uniform. All email enquiries answered within 24hrs.
Protect from COVID	Take precautions for Covid	We wear disposable overshoes, gloves & masks for each estimate/ site meeting. We ask clients remain in one room whilst we survey others.
Doesn't have enough knowledge	Display knowledge	Have authority & knowledge, been established for Years. Qualified in
Won't accept responsibility	Accept responsibility	Our guarantee goes beyond the rectification period. If any workmanship faults appear within Years we offer a no quibble guarantee to fix within 14 days
Not competitive in pricing	Competitive	We are not the cheapest company, but offer best value for money. We have preferential rates with specialist suppliers as we buy in bulk and we pass these discounts on
Only looks out for themselves	Look out for architect	We want to pursue long lasting business relationships & recognise the importance of looking out for the architects interests & ensuring their values align with ours.
Will try to bypass architect	Always include the architect in communication	We will never work directly with a client behind the architects back. In our eyes, the no.1 client is the architect & we work to preserve that relationship.
Lack of communication	Good communication	We believe in open communication & commit to sending weekly progress reports & updates to ensure you are kept in the loop at all stages.
Take too long to complete project	Complete on time	We provide a detailed timeframe Gannt chart & weekly site meetings on progress
Not enough insurance cover		
Worried about upsetting neighbours	Neighbour is dealt with professionally & relationship kept in tack	We deal with party wall agreements in a sensitive way understanding you still need to live next door to them & its not just about insisting on your rights. We are flexible & amiable to deal with
Will you complete project		
Avoid cowboy builder	Getting a top professional builder	Award winning. Guarantees, reviews recommendations

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**PREMIUM
PRICING**

How can you demonstrate trust?

How can you demonstrate credibility?

How can you demonstrate value?

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THE FUNNEL OPTIMISER™

Month: _____



Lost £ _____

Won £ _____

% _____

% _____



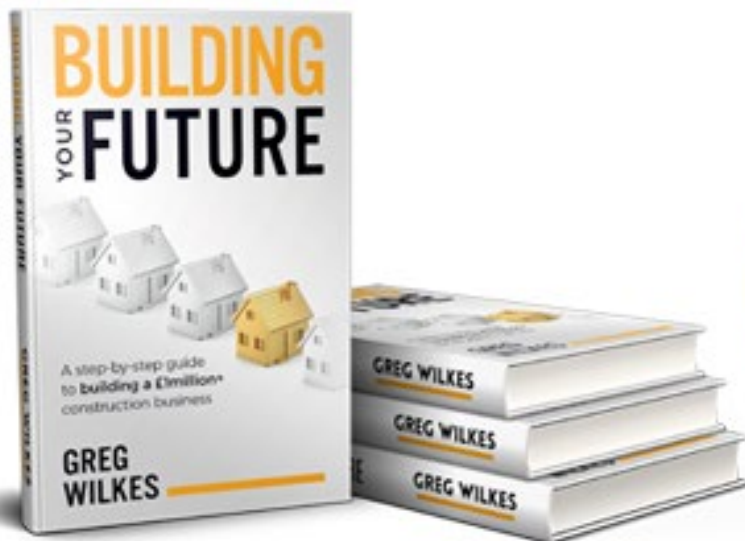
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<https://www.developcoaching.co.uk/building-your-future.pdf>



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The Develop Mastermind® Roadmap

Plan	Attract	Convert	Deliver	Scale	
1 Year Forecast <input type="checkbox"/>	USP <input type="checkbox"/>	Call Handlers <input type="checkbox"/>	10min Daily Huddle <input type="checkbox"/>	Organisation Chart <input type="checkbox"/>	£500k
Asana Task Management <input type="checkbox"/>	Brand Guidelines <input type="checkbox"/>	Telephone Sales Script <input type="checkbox"/>	Gantt Charts <input type="checkbox"/>	Supplier Terms Negotiated <input type="checkbox"/>	
Xero/ Quickbooks Setup - Templates & Projects <input type="checkbox"/>	Staff Uniform <input type="checkbox"/>	Accurate Pricing <input type="checkbox"/>	Client Meeting Minutes <input type="checkbox"/>	Project Contracts <input type="checkbox"/>	
	Vans Signwritten <input type="checkbox"/>	Quality Estimate Presentation <input type="checkbox"/>		VOIP Phone System <input type="checkbox"/>	
					£1M
					£2M
					£3M
					£5M