

Lead Symphony

MARKETING SOFTWARE

Tutorial: How to Drive Your Profits with Sun Tunnels

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A smiling woman with long dark hair is holding a red McDonald's sign. The sign has the word 'McDonald's' in white on a red background with a yellow border. The background is a blurred outdoor scene with buildings and trees.

Do you want fries with that?

**Asking this one question
Has made McDonalds Billions!**

**The entire McSales experience is designed to upsell. Fries?
Giant size the drink? Extra toppings? Extra sauce?
It's all an upsell.**

Lead Symphony Marketing Software

We don't sell sun tunnels. Our customers do. Lead Symphony helps contractors sell more.

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Why should I care about sun tunnels?

How to Make 3X Profits

1. Get on the same page with your team about sun tunnels
2. How to price
3. How to sell
4. How to market

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Practice

Practice with your team. Practice the best way to describe a sun tunnel to your prospects. Learn where the offer best fits into your pitch. Decide on your price points and leave-behinds for the sun tunnel offers. Inspire the right attitude to help your team sell sun tunnels.

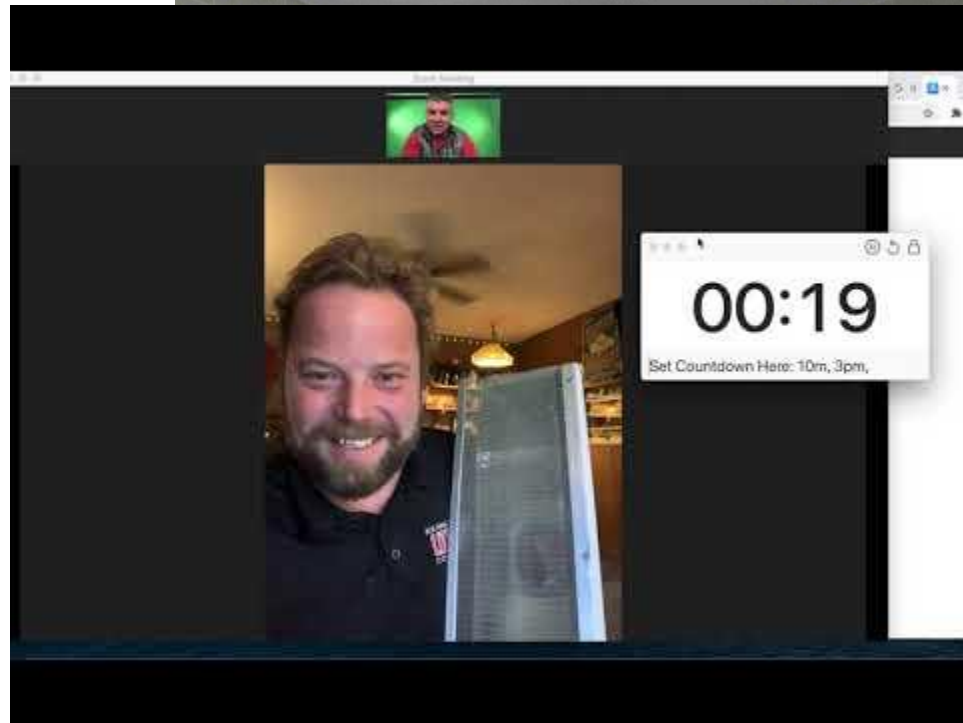
This will take some work, but it is definitely worth 5x profits for your company, right?

Pitch Perfect

Polish your pitch to close more deals. In our company, we use “pitch-offs.”

Two sales people sit at a table. They each take 90 seconds and try to out pitch each other.

Here is a sample of a virtual pitch-off between Kirby and Will.

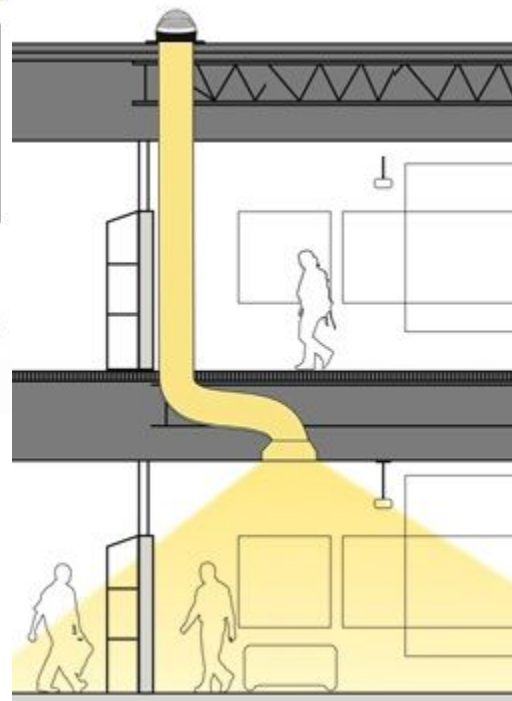
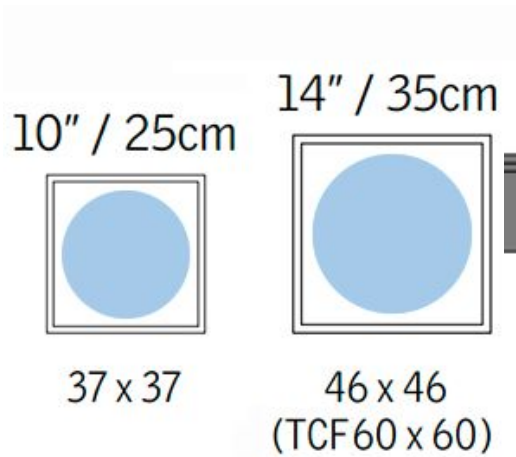


Sun Tunnel Basics

Sun Tunnels are offered in a variety of types: Rigid tunnels & Flexible tunnels in 10" and 14" diameters.

Sun tunnel kits come with 2 24" long tubes. If the distance between the roofline and ceiling is greater than 4' then you will need extra tubes. Two feet of additional tubes is usually around \$40. Measure attic distance between the roofline and ceiling for fit.

Flex tubes, caulk, and shingles are not included in kits.

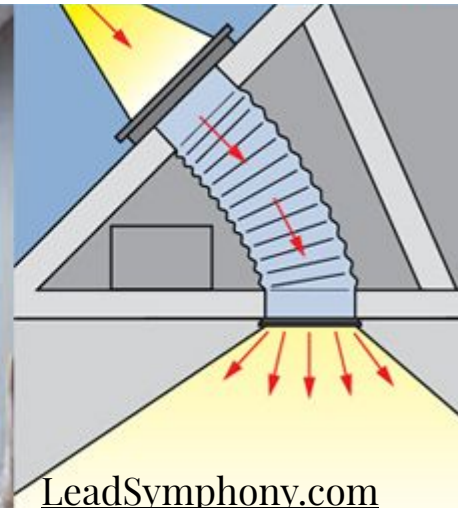
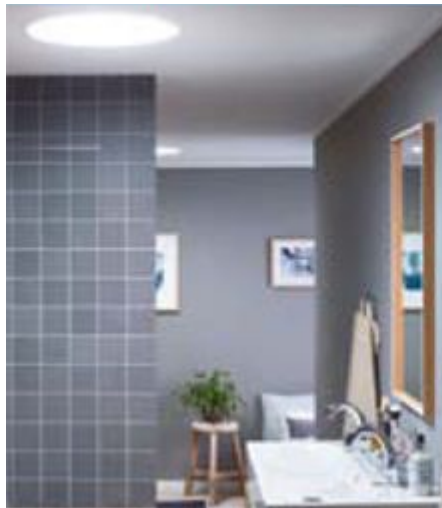


Flexible Tunnels

Flexible sun tunnel tubes should be considered if there are lots of bends or complications. These can also be a cheaper option for greater lengths of tubing.

Flexible tubes will need to be ordered directly from Velux at 1-800-888-3589. Typical lead time on shipping is 2 days.

Flexible tunnels are slightly dimmer and the light is more diffused. Usually not a Problem with the correct customer prep.



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How to price

From Litespeed Construction Knoxville TN --
“My construction company quotes 10in sun tunnels at \$1000-1500 for basic depending on the steepness and customer situation.

We still make around \$700 on these tunnels each when they get installed with re-roofs even if we price them as low as \$1000. These values should be increased if the roof is steep, or the distance between the roofline and the ceiling is greater than 4 feet.” LeadSymphony.com

TYPICAL JOB

Average Bid: \$1000
Average Cost: \$300
Average Profit: \$700

Sun Tunnels sell on average for \$1000+.
Adding a single sun tunnel to a project increases profits by \$700 at least.

How to price

Litespeed usually gives a little bit of a discount for customers who purchase multiple sun tunnels. And it is of course easier to down bid the tunnels on re-roofs vs sun tunnel installs themselves.

PRICING TIP

Discount the price
On purchases for
multiple units.

With the ease of
Installation, profit
Rises with each sun
tunnel you sell.

Pro Pricing Tips

- 14 inch sun tunnels are usually priced around \$2000 and above.
- The cost difference between a 10 inch & 14 inch sun tunnel is around \$200. Extension tubes add to the cost.
- 14 inch tunnels can easily exceed \$3000 alone.

This money can sometimes be greater than the profits made on the roofs!

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How to sell

Because your customer won't be considering this product, so you might need to pivot a bit from closing the deal to the upsell. We mentioned pitch offs before.

Pitch offs are important. They help you and your team handle objections and upsell. If you haven't already done this, try it. The results are amazing.



Top 3 Selling Questions for Sun Tunnels

- 1. Are there any rooms or hallways in your home that need more natural light - study areas, dining, work spaces?**
- 2. I noticed some smaller windows in your upstairs bedrooms. Have you guys thought about getting more natural light into these rooms?**
- 3. Do you have any spots in the house where you just want to feel better -- maybe a laundry room or workout area?**

Natural lighting is proven to benefit cognitive ability. Arm your team with articles & videos.
[Benefits of Natural Light Article](#) | [Velux Sales Video](#)

Marketing Sun Tunnels

Create assets and pages around your projects for consistent success. Have your sales team and on-site workers help with this. Litespeed creates a customer testimonial for each job and place it on their website. Customers love social proof.

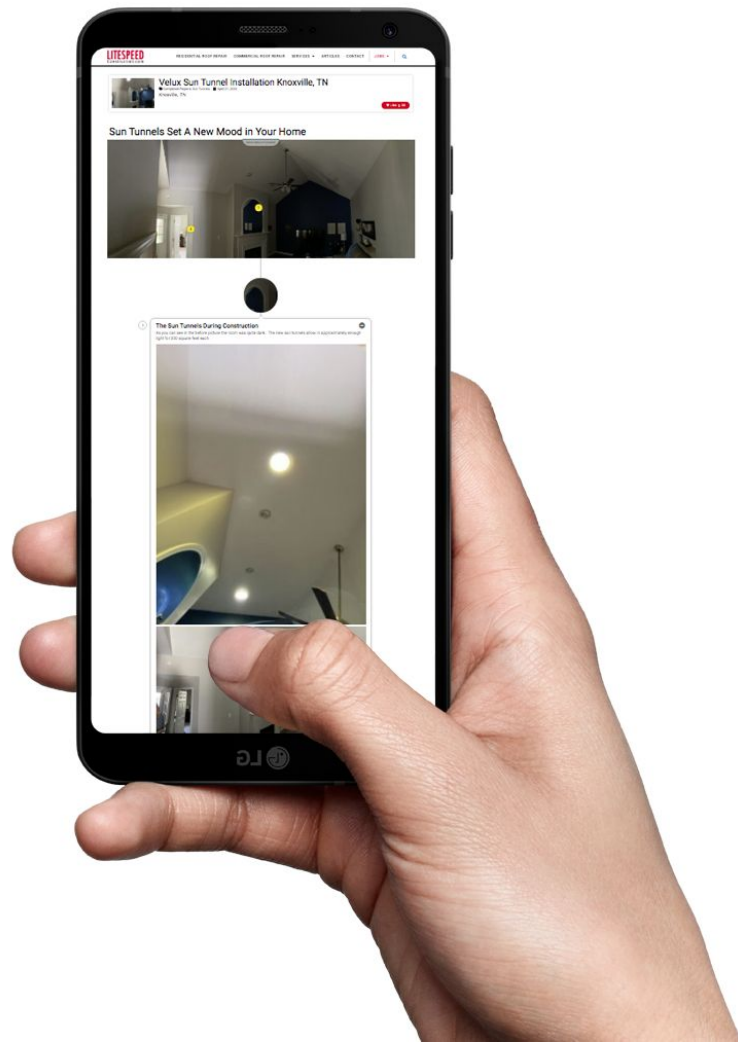


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What is Lead Symphony

- Lead Symphony is a software solution that helps your company close more deals.
- The existing photos and videos from your team's phones are tuned into high ranking web pages on your site.
- Your inspection photos and videos can be easily added to your bid and used for virtual sales demos.

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Google: "Sun Tunnels Knoxville TN"

- Red circles show organic, non-paid rankings using Lead Symphony.
- Pages with video, text and photos rank the highest and fastest.
- Using consistent keyword tags with photos and videos is important. Lead Symphony does this for you.

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The screenshot shows a Google search for "sun tunnels knoxville tn". The search bar at the top shows the query and the number of results (About 914,000 results in 0.67 seconds). Below the search bar, there are tabs for "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools".

The search results are divided into two main sections: "Ads" and "Organic".

Ads Section:

- See sun tunnels knoxville tn**
- Five product listings for VELUX sun tunnels are shown, each with a "Pick up today" button and a star rating:

Product	Price	Store	Rating
VELUX 14 in. Sun Tunnel...	\$309.00	Home Depot	★★★★★ (131)
VELUX 10 in. Sun Tunnel...	\$197.00	Home Depot	★★★★★ (146)
VELUX 22-1/2 in. x 46-1/2 I...	\$194.00	Home Depot	★★★★★ (568)
VELUX 48-in x 10-in Double...	\$269.93	Lowe's	★★★★★ (81)
VELUX 96-in 22-in Non...	\$406.46	Lowe's	★★★★★ (109)

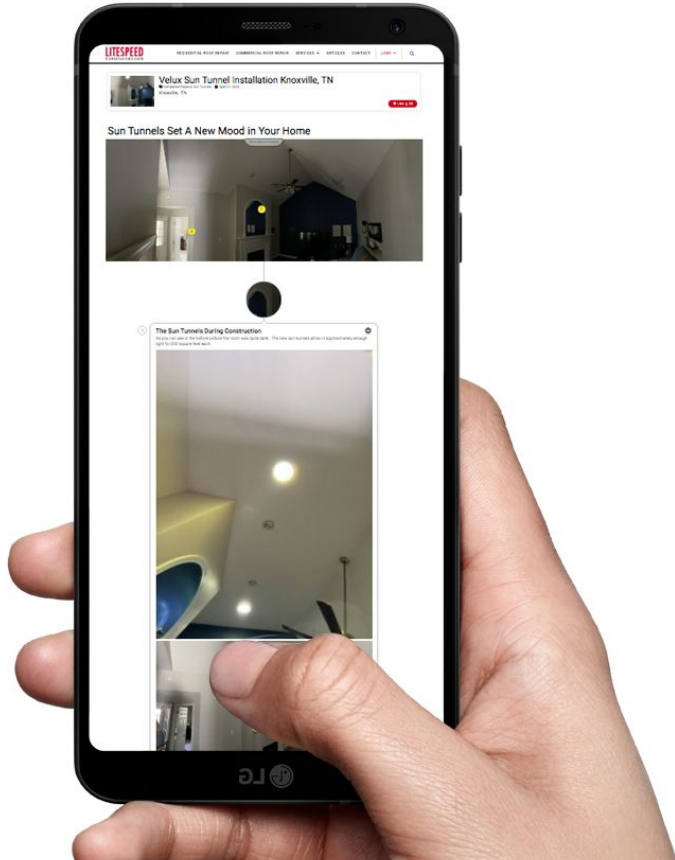
Organic Section:

- Ad - www.hepisontheway.com/**
Roofing Contractors - Homeowners Only - hepisontheway.com
Homeowner gets a free quote on a new roof. Fully licensed, bonded and insured. Serving Knoxville and surrounding counties. Call HEP roofing today. Limited time. Highlights: Offering Affordable Price, Asphalt Roofing Options Available.
Special Offers - Service Areas - Schedule An Appointment - Finance Options - Contact Us
- danielhood.net** | skylights-sun-tunnels
Skylights & Sun Tunnels | Knoxville, TN
When you want optimal comfort and beautiful natural light for your home, let Daniel Hood Roofing Systems install energy-efficient VELUX® skylights and sun ...
- litespeedconstruction.com** | job | sun-tunnels-set-a-new-...
Sun Tunnels Set A New Mood in Your Home - Litespeed ...
Apr 21, 2020 - Velux Sun Tunnel Installation Knoxville, TN ... This is a view of the sun tunnel installed in the ceiling and shining light in This is the view of the ...
- litespeedconstruction.com** | job | velux-sun-tunnel-inst-...
Velux Sun Tunnel Installation Knoxville, TN
Velux Sun Tunnel installation Knoxville, TN. This Velux Sun Tunnel installation in Knoxville, TN made a drastic difference to what was otherwise a dark room.
- litespeedconstruction.com** | tn | litespeedconstructioninc
Litespeed Construction, Inc. | Knoxville, TN - VELUX Skylights
This web site provides information on all skylights, roof windows, sun tunnel skylights, and blinds offered by VELUX.

Right Side Panel:

- Litespeed Construction**
Roofing contractor in Knoxville, Tennessee
4.8 ★★★★★ 102 Google reviews
Roofing contractor in Knoxville, Tennessee
BOOK ONLINE
Address: 1532 Washington Ave, Knoxville, TN
Hours: Open - Closes 5PM -
Phone: (865) 297-3286
Hours or services may differ
Suggest an edit · Own this business?
Questions & answers
See all questions (1)
Reviews
"They did the job in a timely and quality a very good price."
"Great company, great people, great service."
"It is hard to find honest and good service."
View all Google reviews
From Litespeed Construction
"We are known as one of the best local roofing the Knoxville, TN area. We do residential and repairs. We are licensed, bonded, and insured. one of the best roofers in the area, call us to

Lead Symphony Helps You Market



Lead Symphony is a tool that will help each of your team members create web assets and publish to your website.

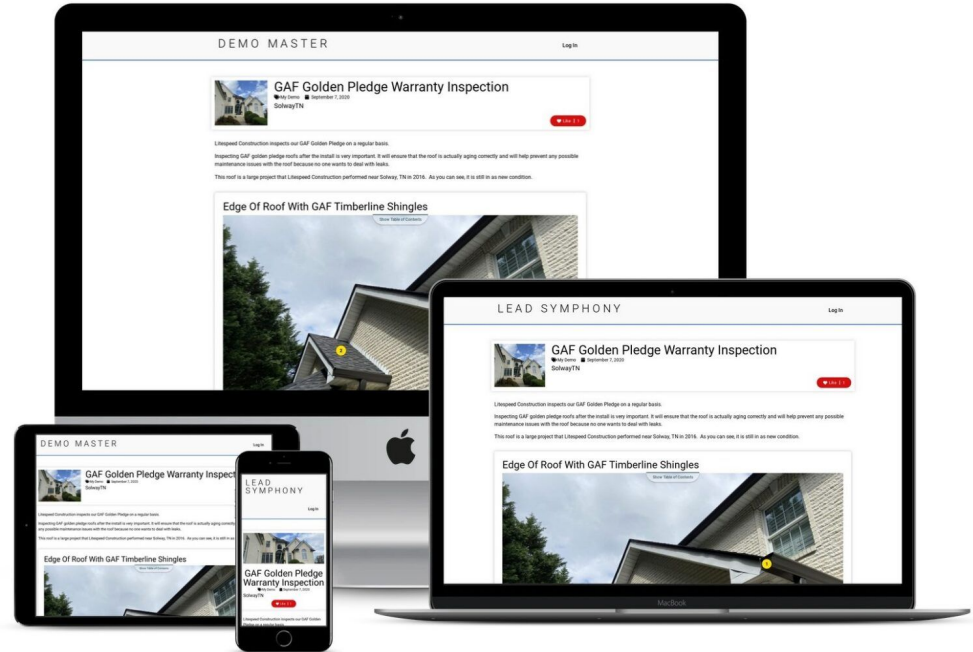
- Meet virtually with your customers.
- Create examples of your work to share with prospects.
- Automatically add ranking keywords to content help with search engines.
- No special knowledge required. Works from phone, computer & tablet.

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Use the Video and Photos You Have

Your website is the most powerful tool you have. With Lead Symphony, it becomes an asset-based sales tool.

Have your team members create the web pages for every inspection, project, and especially upsells like sun tunnels so that your customers can find you and hire you easier from the web.



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FAQs About Lead Symphony

How long does it take to figure out if Lead Symphony will work for me? **A free 15-minute strategy session is all you need.**

Will Lead Symphony work on my website? **It works on all major platforms and web themes.**

Will you support, train and love us? **Yes, we want to help you transform your team into virtual upselling rockstars!**

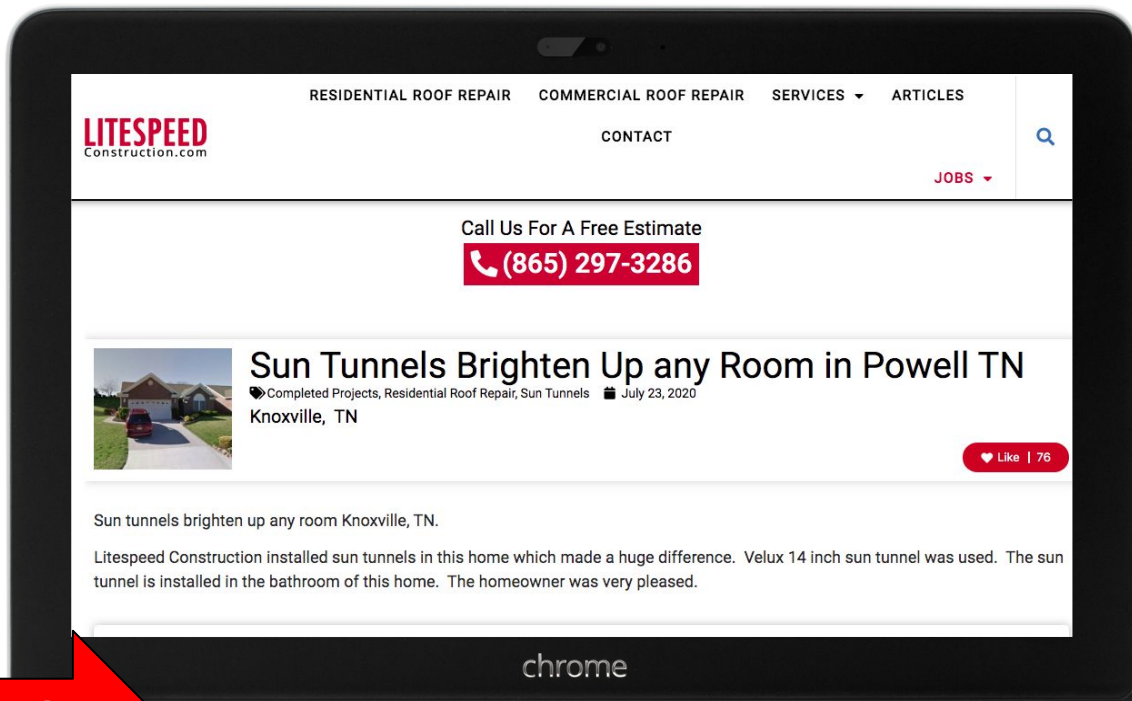
How long will it take to train my sales team? **45 minutes.**

How long does it take to set up & rank a page? **Between 30 minutes and 1 month, depending on how many assets you have and the search.**

Does Lead Symphony sell leads? **No. We help you generate your own leads by helping you create content on your site.**

Lead Symphony Makes Virtual Selling Easy

Lead Symphony is patent-pending and the only company that solves this problem. Here is a quick web page from my construction website that Fred, one of our project managers put together. We charged over \$3000 for this 14 inch sun tunnel, and she hired us again for another tunnel install 2 months later.



[CLICK TO SEE THE FULL WEB PAGE](#)

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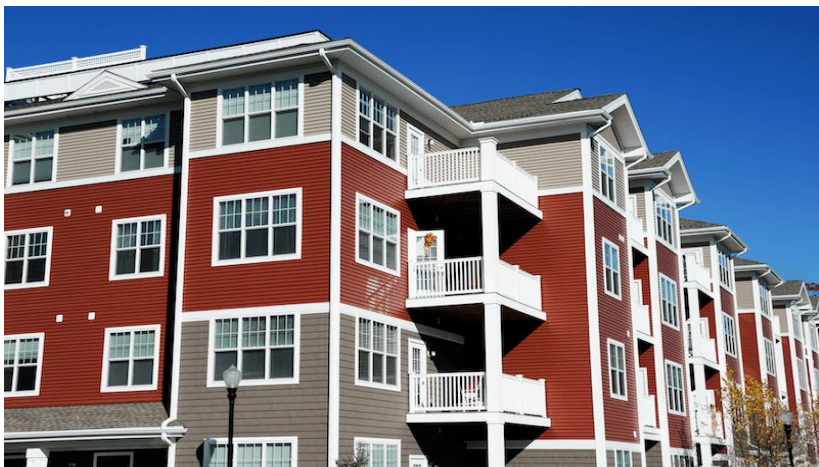
FREE STRATEGY SESSION

We know this is a lot to take in. Our strategy specialists can help with a free, no obligation, 15-minute strategy session on how Lead Symphony can help your team sell, close, and market your Sun Tunnels and other upsells.



CLICK HERE FOR FREE STRATEGY SESSION

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4 Great Upsells for Roofing Companies

Lead Symphony Marketing Software shares 4 of the easiest and most profitable roofing upsells.

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Streamlining for Insurance Agencies

We love insurance agents. Repeat business. Well-funded jobs. Find out how to recruit an agent.