



LEAD SYMPHONY

because content is King.

How to Drive Your Profits with Upsells Like Sun Tunnels

Why should I care about sun tunnels?

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



Attitude

The background image shows a modern living room with a white shiplap ceiling and recessed lighting. In the foreground, two stainless steel sun tunnels are displayed. One tunnel is closed with a black cap, while the other is open, showing its internal reflective structure. The room features a wooden desk with a lamp, a patterned ottoman, and a dining area with a table and chairs in the background.

It all starts with the right attitude. Your production team and sales team need to be in sync on selling and installing sun tunnels. If your sales system is not designed for upsells, then it might be time to reconsider how you develop offers.

Educate

Everyone on your team needs to understand sun tunnels. Yes, the technical details are important. But even more important are the things running through your customer's mind. Learn how they live their daily life. Then you'll understand how to reach their buying thought process.



Practice

Practice with your team, how to best 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. This will take some work, but it is definitely worth 5x profits for your company, right?





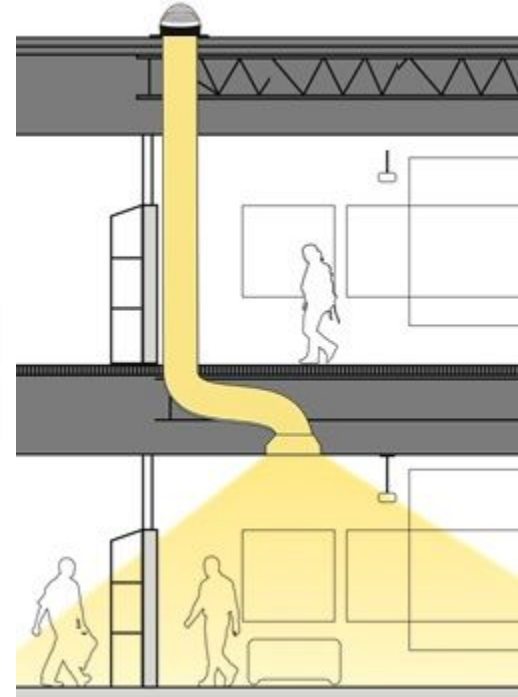
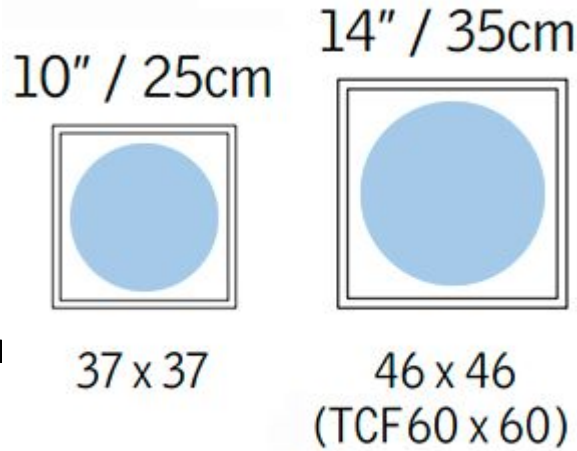
Do you want fries with that?

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

Know More

Sun Tunnels are offered in a variety of types, Ridgid tunnels, Flexible tunnels, 10" and 14" diameter sun tunnels. The pricing can vary depending on these factors. Sun tunnels kits come with 2 24" tubes. If the distance between the roofline and ceiling is greater than 4' then you will need to get extra tubes. 2 feet of additional tubes is usually around \$40. This can get pretty expensive if there is 10 or 12 feet of attic distance between the roofline and ceiling.

Note: Around \$50-\$75 per tube foot additional might be a reasonable unit price. You can also bid this as a lump sum item. Either way, you will want to get in the attic space to check on this distance.

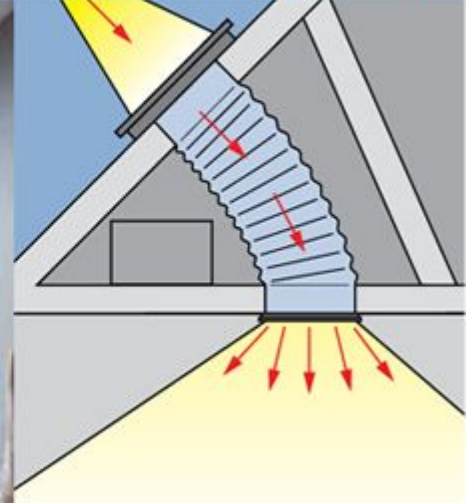


Know More

Flexible sun tunnel tubes should be considered if there are lots of bends or complications.

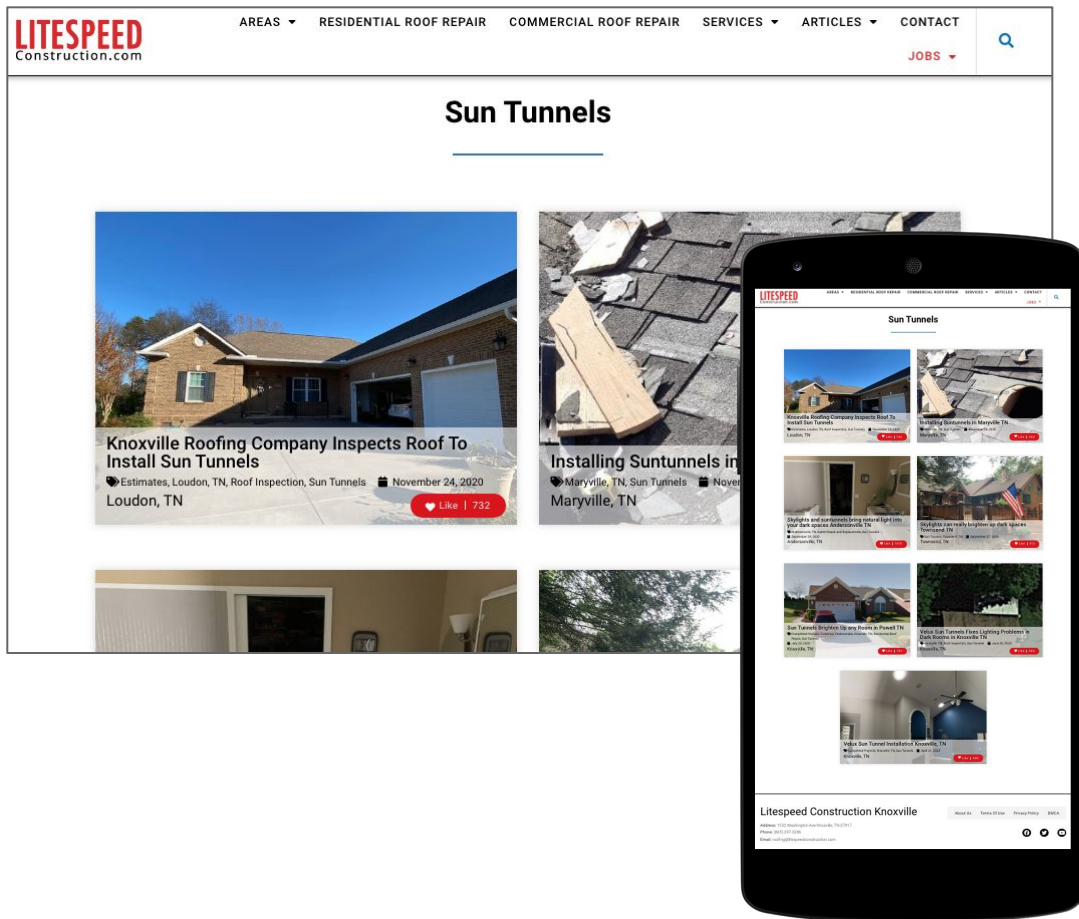
These can also be a cheaper option for greater lengths of tubing. Usually, these flexible tubes will need to be ordered directly from Velux.

Just use the 800 number from google to catch these guys, no big deal. Their typical lead time on shipping is 2 days, so order needed tubes before starting jobs.



How to Price

The next few slides show
you how to price, and how
we regularly make an
extra \$500 to \$3,000 per
job !



How to price

My construction company Litespeed Construction in Knoxville TN quotes 10in sun tunnels at \$1000-1200 for basic depending on the steepness and customer situation. We still making 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 certainly be increased if the roof is steep, or the distance between the roofline and the ceiling is greater than 4 feet.

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

We usually give 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.

How to price

14 inch sun tunnels are usually priced around \$2000 and above. The cost per sun tunnel difference is around \$200. The extension tubes are more. And the distance between rafters will need to at least be 15 inches. 14 inch tunnels can easily exceed \$3000 alone. This money can sometimes be greater than the profits made on the roofs!



How to sell

Because your customer may not be considering this product, you might need to pivot a bit from closing the deal back to selling the product. We frequently practice this with pitch offs.



The 3 Sales Questions for Sun Tunnels

1. Are there any rooms in your home that are darker, where you would maybe want some natural light?
2. I noticed some smaller windows in your upstairs bedrooms. Have you guys thought about getting more natural light into these rooms?
3. Sun tunnels are a great addition for any room where you might want to have better meditation and thought. Natural lighting is proven to benefit natural thought processes and to strengthen clear thinking. Do you have any spots in the house like this, maybe a laundry room or workout area?

Marketing Sun Tunnels

Creating assets around your projects is extremely important for your sales team to have consistent success. We create a customer testimonial for each job and place it on our website with the appropriate keyword tags.



Lead Symphony Helps You Market

Lead Symphony is a tool that will help every one of your team members create assets on your website for the purpose of meeting virtually with your customers, creating examples of your work to share with your prospective customers, and content generation so your website can get found on google and the search engines.

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Sun Tunnels Brighten Up any Room in Powell TN

📍 Completed Projects, Residential Roof Repair, Sun Tunnels 📅 July 23, 2020

Knoxville, TN

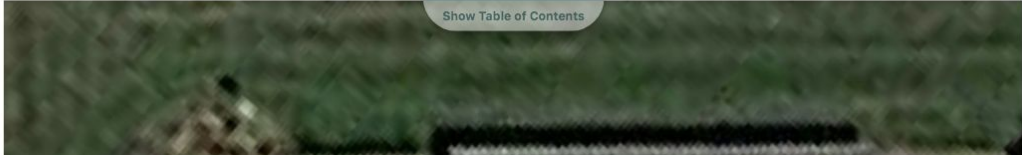
♥ Like | 76

Sun tunnels brighten up any room Knoxville, TN.

Litespeed Construction installed sun tunnels in this home which made a huge difference. Velux 14 inch sun tunnel was used. The sun tunnel is installed in the bathroom of this home. The homeowner was very pleased.

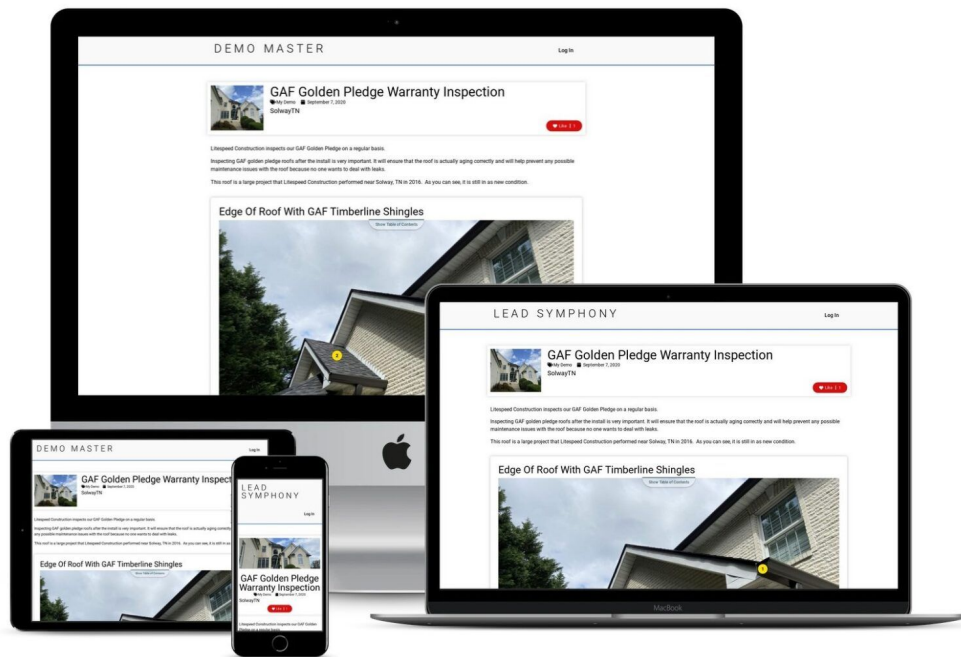
How bright a sun tunnel makes to light the bathroom

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Use the Video and Photos You Have

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. Use the assets that are already on your phone to quickly create Google Friendly listings.



Lead Symphony Makes Upsells 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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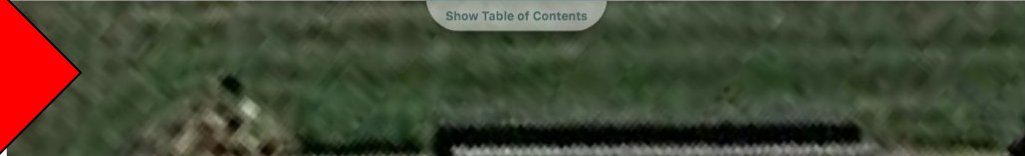
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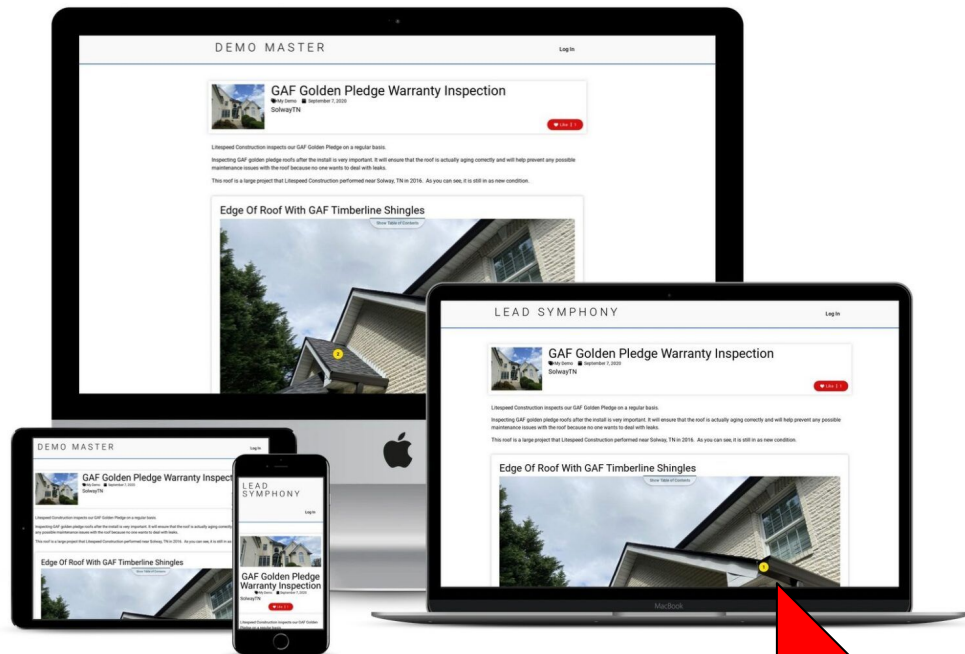
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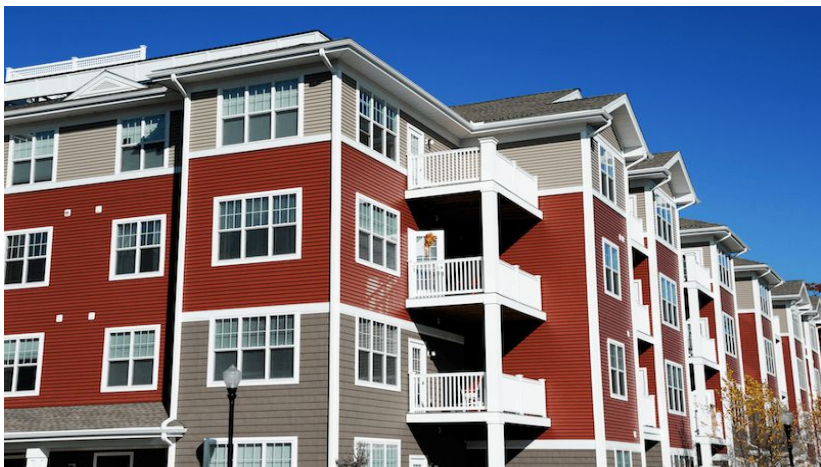
info@leadsymphony.com

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Click here to sign up for a quick 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



4 Great Upsells for Roofing Companies

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Streamlining for Insurance Agencies

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