

AMERICAN DREAM HOME REMODELING

New Hire Orientation Workbook

American Dream, Built Together

Name: _____

Date: _____

Trainer: _____

WELCOME

You are not just starting a job.

You are stepping into an _____.

There will be a test at the end of orientation.

Take detailed notes.

The most prepared person _____.

WHO WE ARE

The name of our company is:

American Dream Home Remodeling

What does the name stand for?

AMERICAN

We only use _____ products.

Why?

- We support _____ manufacturing
- We support _____ jobs
- We believe in higher _____
- We do not import _____ shortcuts

Key Phrase:

Quality over _____.

Notes:

AMERICAN DREAM

This represents _____.

We promote from _____, not _____.

We have a _____ management training program.

There is NO:

- Politics
- Favoritism
- Seniority games

We are actively looking for future _____.

Family-Oriented Culture Includes:

- _____
- _____
- _____

Notes:

DREAM HOME

For most homeowners, their home is their largest _____.

We don't just install products.

We _____ homes.

We protect _____.

Notes:

HOME REMODELING

We are a full _____ remodeling company.

Services we provide:

- Windows
- Roofing
- Siding
- Decks
- Porches
- Sunrooms
- Screened-in rooms
- Gutter cleaning
- Power washing
- Exterior repairs

No project is too _____.

We have the ability to _____ a home from the ground up.

OUR MISSION

Mission Tagline:

American Dream, _____ Together.

Mission Focus:

- Personal & professional _____
- Tools, training & _____
- Collaboration & _____
- Transforming homes and _____

CORE VALUES

Our Core Values are inside our company name:

American Made = _____

Employee First = _____

Innovation = _____

Honest Hard Work = _____

Vision Statement:

Dream _____.

What does YOUR American Dream look like?

COMPANY HISTORY

Year Established: _____

Ownership: _____ & _____ generation contractors

Years of experience passed down: _____

Major Projects Include:

- _____
- _____
- _____
- _____

Last year we generated \$ _____ from door knocking alone.

We are ranked Top _____ remodeling companies in the nation.

To make this list, you must be in the top _____% of the top _____%.

MARKETING

Indirect Marketing Examples

- Television
- Radio
- Newspaper
- Billboards

Drawbacks:

- Hard to _____
 - _____ results
 - Expensive
 - Long-term strategy
-

Direct Marketing Forms

- Face-to-face
- Telephone
- Mail

Telephone drawback: _____

Mail drawback: _____

Most effective form of marketing: _____

I am the _____.

I am the first _____.

DAILY SCHEDULE

Shift begins at: _____

10:15 AM: _____ & _____

10:15 – 6:00: _____

6:00 PM: _____

6:30 PM: Return to office to:

- _____
- _____

Consistency creates _____.
Momentum creates _____.

CORE CANVASSING DEFINITIONS

Sale: _____
Pitch: _____
Miss: _____
No Pitch: _____
Lead: _____
Verified Lead: _____
Confirmed Lead: _____
Demo: _____
One-Legged: _____
Objection: _____
Rebuttal: _____
Rapport: _____
Pre-Qualifying Questions: _____
Territory: _____

LABOR MODEL

Do we use subcontractors? _____

Two reasons we do NOT use them:

1. _____
2. _____

Key Phrase:

Products only perform well if _____.

INSURANCE

We carry _____-million-dollar coverage.

Two types:

1. _____
2. _____

General Liability protects: _____

Workers' Comp protects: _____

Why is insurance critical?

CULTURE – THE GOLDEN RULE

We fiercely _____ our culture.

No:

- Gossip
- Negativity
- Venting behind closed doors
- Passive comments

If there is a problem, bring it to the _____ person the
_____ way.

We praise in _____ and correct in
_____.

Negativity spreads _____.

YOU ARE THE BRAND

I am not just knocking doors.

I am building:

- _____
- _____
- _____
- _____

I am the face of a Top _____ company in the nation.

PERSONAL COMMITMENT

What does your American Dream look like?

What kind of leader do you want to become here?

FINAL REMINDER

The most prepared person _____.

Review your notes before taking the test.

DOOR-TO-DOOR PITCH TRAINING

Fill-In-The-Blank Notes

How to Make a Friend in 2 Minutes and Close with Confidence

SECTION 1: THE FOUNDATION

Every time you knock on a door, you are performing a live _____
_____ experiment.

Humans are not primarily _____ — they are _____.

Emotion happens before _____.

The first _____ seconds of your interaction determine whether the homeowner is open or closed.

SECTION 2: WHY NORMAL PITCHES FAIL

When someone hears a typical pitch like
“Hi I’m _____ with _____ _____...”

Their brain goes into ___ - mode.

This reaction is called _____.

Definition: People naturally _____ attempts to influence them.

SECTION 3: PATTERN INTERRUPTION

Research shows that pattern interruption increases attention by up to _____%.

The brain is wired to notice _____ or unusual events first.

Instead of sounding like every other rep, we _____ expectation.

Example opening:

“Heeeeeeyyyyyyyyyyyy!!! How have you been?! You enjoying this _____? I love this _____ . My name is _____ with ADHR...”

Why does this work?

We lower the perceived _____.

We create _____ and _____.

SECTION 4: ACTING AT THE DOOR

You are not “being yourself.”

You are _____ with purpose.

Your character at the door is:

Confident

Slightly _____

Memorable

According to Stanislavski, a character must be fully _____ by the actor.

If you don't own it, the _____ won't either.

SECTION 5: MIRRORING & THE CHAMELEON EFFECT

Humans naturally like people who are _____ them.

Mirroring includes:

- Posture

- _____

- Tone

- _____

When they lean in, you _____.

When they smile, you _____.

The psychological term for this is the _____.

Mirroring increases:

- _____
 - _____
 - Likability
-

SECTION 6: STRUCTURE AT THE DOOR

There are three main scenarios:

1. They haven't _____.
 2. They have _____.
 3. They're not _____.
-

SECTION 7: IF THEY HAVEN'T CLEANED

"We're _____ everyone in the neighborhood a price good for _____ months..."

Key Language Principles:

We are _____ (not offering).

They choose the _____.

Control stays with _____.

Instead of asking: "Do you want this?"

We ask: "_____ do you want this?"

This is called the _____.

It shifts the mindset from yes/no to choice of _____.

SECTION 8: IF THEY HAVE CLEANED

We first _____ their decision.

Then we position ourselves as _____.

This follows _____ theory.

Definition: People want to act _____ with their previous decisions.

SECTION 9: IF THEY'RE NOT INTERESTED

We do not argue.

We _____ and redirect.

Instead of leaving the conversation open-ended like:

“When’s a good time?”

We narrow it to:

“Would tonight be good or _____?”

Psychologists call this the _____ of _____.

People disengage when choices are framed as _____.

Compliance increases when choices are narrowed to _____ options.

SECTION 10: LANGUAGE MATTERS

We say:

“Here’s what I’m _____ you...”

Not “offering.”

We say:

“Just pick which time works _____.”

Assumptive language reduces _____.

SECTION 11: COLOR WHEEL THEORY

If you show someone a full color wheel with hundreds of options, decision becomes:

Slow
Overwhelming

When you narrow it to one or two choices, decision becomes:

Easy
Effortless

Instead of asking:

“When’s a good time to swing back by?”

We ask:

“Would tonight work or _____?”

If neither works, we narrow again:

“_____ or weekdays?”

The goal of the close is to make saying _____ feel easy.

SECTION 12: FINAL MINDSET

This is not a _____.

This is:

- A pattern _____
- A psychological _____
- An assumptive _____
- A performance designed to make the homeowner feel _____

You aren't selling — you are _____.
You aren't asking — you are _____.
You aren't closing — you are _____ a choice.

PERSONAL APPLICATION

What part of your pitch needs more confidence?

What buying signals do you need to recognize faster?

How will you increase your energy at the door?

What assumptive phrases will you commit to mastering?

CLOSING TRAINING NOTES

Instinctive, Confident, and Decisive Closing

SECTION 1: RESEARCH ON CLOSING SIGNS

Studies at _____ University's _____ School show that the best closers pay attention to _____-indicators.

These include:

- _____ changes
- Eye _____

- Body _____
- Pacing in _____

These are called _____.

Common buying signals:

They stop crossing their _____.

They step _____ you.

Their smile _____ up.

Their answers get _____.

Recognizing buying signals is what separates _____ from _____.

SECTION 2: POWERFUL PHRASES THAT WORK

Elite closers redirect and assume.

Instead of offering, we say:

“Here’s what I’m _____ you...”

Instead of asking yes/no, we say:

“Just pick which _____ works best...”

To validate a decision, we say:

“Since you _____...”

To reduce resistance, we say:

“I know now isn’t good — which is _____?”

Language shapes _____.

SECTION 3: ASSUMPTION DRIVES DECISION

A barber doesn’t ask:

“Do you want a _____?”

They assume:

“What style are we doing _____?”

A server doesn't ask:

"Do you want _____?"

They ask:

"Would you like _____ or _____?"

Assumption shifts the brain from _____ to _____.

SECTION 4: FINAL MINDSET SHIFT

This is not a _____.

This is:

- A pattern _____
- A psychological _____
- An assumptive _____
- A performance designed to make the homeowner feel _____

You aren't selling — you are _____.

You aren't asking — you are _____.

You aren't closing — you are _____ a choice.

Formula for a winning pitch:

_____ + _____ + _____ + _____ +
_____ = Results

SECTION 5: INSTINCTIVE CLOSING

When closing, think less like a salesperson and more like a trained _____ detecting opportunity.

The best closers move at the moment of _____ — not a millisecond after.

Psychologist _____ found that fast decisions based on recognizable cues are often more accurate than slow, overanalyzed decisions.

Hesitation kills your _____ more often than a homeowner saying no.

SECTION 6: THE SHARK ANALOGY

A shark sensing blood does not:

- _____
- Second guess
- Wait for confirmation

It _____.

In sales, when you recognize:

- Eye _____
- Body turning _____ you
- Warmer _____
- Longer _____

You _____ immediately.

SECTION 7: PACE OF THE CLOSE

The pace of your close should be slightly _____ than the rest of your pitch.

A slow close signals _____.

A decisive close signals _____ and _____.

Research from the Journal of _____ found that confident tone and pacing can increase compliance rates by up to _____%.

Confidence is interpreted as _____.

SECTION 8: TIMING THE CLOSE

Top closers move into closing language immediately after a _____.

If the homeowner:

- Stops crossing arms
- Leans in
- Asks follow-up _____

That is your _____.

Instead of giving more information, you say:

“Great, here’s what I’m _____ you...”

The longer you talk after a buying signal, the more time the brain has to _____ guess.

SECTION 9: SPEED AND CONVERSION

Research from _____ Business School found that professionals who closed within the first _____ seconds of recognizing interest saw conversion rates more than _____% higher than those who delayed.

Confidence doesn’t just feel better — it _____ better.

SECTION 10: COLOR WHEEL THEORY

When presented with too many _____, decision becomes:

- Slow
- Overwhelming
- _____

This is called decision _____.

Instead of asking:

“When’s a good time to swing back by?”

Which creates a mental _____ of unlimited options...

We narrow it to:

“Would _____ be good, or would _____ be better?”

If neither works:

“ _____ or _____ ?”

Limiting options makes the decision:

- _____
 - _____
 - Easier to say yes
-

SECTION 11: ASSUMPTIVE DELIVERY

Use phrases like:

“What I’m _____ you is this...”

“Just pick the time that works _____...”

“I know now isn’t good — which is _____?”

During the close:

Your tone becomes slightly more _____.

Your cadence becomes slightly more _____.

Your body language shifts from _____ to _____.

This signals _____.

SECTION 12: SELF-EFFICACY & BELIEF

Psychologist _____ studied
_____ -efficacy.

People who believe they will _____:

- Speak with more _____
- Make decisions _____
- Influence others more _____

Belief changes _____.

SECTION 13: COMPLETE CLOSING FORMULA

Pattern _____

Mirroring

Assumptive _____

Instinctive _____

Limited _____

Confident _____

When combined, you don't just present a pitch — you create a _____ where
yes feels _____.

PERSONAL APPLICATION

What buying signals do you need to recognize faster?

Where do you hesitate in your close?

What assumptive phrase will you master this week?

How will you increase confidence in your tone and pacing?

LAW OF AVERAGES TRAINING NOTES

Controlling Outcomes Through Math, Not Mood

Name: _____

Date: _____

Trainer: _____

SECTION 1: THE CORE PRINCIPLE

This business is _____, not _____.

The single most important concept in door-to-door marketing is the
_____.

When you understand it properly, you stop making _____ and start controlling
_____.

Ask yourself:

If the math guarantees results, what determines your income —
_____ or _____?

SECTION 2: THE BASELINE NUMBERS

Daily expectation: _____ doors.

Contact Rate: _____%

Out of 120 doors, approximately _____ people answer.

Engagement Rate: _____%

Out of those contacts, _____ will let you finish your pitch.

Close Rate: _____%

From 20 full conversations, you generate _____ leads per day.

This is not theory.

This is _____.

Minimum expected leads per day: _____.

SECTION 3: ACTIVITY STANDARD

Expected pace:

_____ doors per hour.

That equals about _____ minutes per house.

Approximately _____ seconds per door.

If you spend too long at each house, you destroy:

- _____
- _____
- _____

High performers move with _____ and _____.

SECTION 4: DOOR TECHNIQUE

Knock _____ enough to be heard.

Knock with _____, not hesitation.

Stand slightly _____ so you appear approachable.

Take _____ to _____ steps back.

Wait approximately _____ seconds.

If no answer, _____ and move.

Your job is not to convince closed doors to open.

Your job is to find the ones that _____.

Are you managing your time, or is _____ managing you?

SECTION 5: REVERSE STATISTICS (RESET EXPECTATIONS)

A 33% contact rate means _____% will NOT answer.

Out of 120 houses, approximately _____ will not open.

A 50% engagement rate means _____% will be:

- Unqualified
- Uninterested
- Renters
- Busy
- Rude

A 10% close rate means _____% of full pitches will NOT convert.

Rejection is part of the _____, not a deviation from it.

If you expect 90% yes, what happens after five no's?

SECTION 6: NEGATIVITY BIAS

Humans are wired for _____, not success.

This psychological principle is called _____.

Psychologist _____ demonstrated that losses feel _____ than gains.

After five no's, your brain creates a _____.

But five doors is only _____% of your required activity.

Are you reacting emotionally to five doors,
or are you committed to _____?

SECTION 7: COLLECTING NO'S

High performers do not avoid no's.

They _____ them.

Every no moves you closer to your _____%.

Every unanswered door clears your _____%.

Every renter clears your _____%.

Instead of saying, "Nobody answered," say:

"I'm clearing my _____."

Instead of saying, "Everyone was rude," say:

"That's my _____ working."

I am collecting _____ to earn _____.

SECTION 8: TERRITORY MANAGEMENT

We limit each rep to _____ homes per day to conserve _____.

We track every interaction using _____.

Green = _____

Red = _____

Yellow = _____

If 67% do not answer, that equals approximately _____ yellow dots.

Yellow dots represent future _____.

SECTION 9: SECOND & THIRD LAPS

If you knock 30 doors per hour, it takes about _____ hours to complete 120 doors.

A house knocked at 1:00 PM gets revisited around _____ PM.

Different time. Different _____.

Second laps _____ contact rates.

Professionals _____.

Amateurs _____.

Are you walking territory once, or managing it like an _____?

SECTION 10: DISCIPLINE VS TALENT

Rep A knocks _____ doors and quits.

Rep B knocks _____ doors and secures _____ leads.

Same neighborhood.

Same odds.

The difference is not _____.

The difference is _____ control and commitment to the _____.

SECTION 11: INCREASING YOUR PERCENTAGES

Small behaviors improve results:

- Look people in the _____ eye
- Stand _____
- Wear _____ colors
- Tuck in your _____
- Ask _____ questions

Energy _____.

Psychologist _____ introduced the concept of _____-efficacy.

Belief in your effectiveness directly increases _____.

Activity + Skill + _____ = Results.

SECTION 12: THE BIG MINDSET SHIFT

You are not hoping for yes.

You are executing a _____ system.

When rejection becomes _____, it stops being emotional.

When unanswered doors become _____, they stop being discouraging.

Focus on _____, not immediate outcomes.

Results _____ over time.

SECTION 13: WHAT YOU CONTROL

You control:

_____ doors per hour

_____ seconds per door

Strong _____

Proper _____

Tracking in _____

Executing your _____ lap

The field is _____.

If you work long enough and fast enough within the system, the math _____ you win.

Final Question:

Are you committed to the _____,
or are you still negotiating with it?

PERSONAL COMMITMENT

How will you improve your pace tomorrow?

What excuse are you eliminating starting today?

What will you focus on — mood or math?
