

# AMERICAN DREAM HOME REMODELING

## New Hire Orientation Workbook

### American Dream, Built Together

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Trainer: \_\_\_\_\_

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## 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 \_\_\_\_\_.

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## WHO WE ARE

The name of our company is:

### American Dream Home Remodeling

What does the name stand for?

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## 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:

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## 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:

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## DREAM HOME

For most homeowners, their home is their largest \_\_\_\_\_.

We don't just install products.

We \_\_\_\_\_ homes.

We protect \_\_\_\_\_.

Notes:

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## 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.

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## OUR MISSION

Mission Tagline:

American Dream, \_\_\_\_\_ Together.

Mission Focus:

- Personal & professional \_\_\_\_\_
- Tools, training & \_\_\_\_\_
- Collaboration & \_\_\_\_\_
- Transforming homes and \_\_\_\_\_

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## 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?

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## 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 \_\_\_\_\_%.

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## MARKETING

## Indirect Marketing Examples

- Television
- Radio
- Newspaper
- Billboards

Drawbacks:

- Hard to \_\_\_\_\_
  - \_\_\_\_\_ results
  - Expensive
  - Long-term strategy
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## Direct Marketing Forms

- Face-to-face
- Telephone
- Mail

Telephone drawback: \_\_\_\_\_

Mail drawback: \_\_\_\_\_

Most effective form of marketing: \_\_\_\_\_

I am the \_\_\_\_\_.

I am the first \_\_\_\_\_.

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## 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 \_\_\_\_\_.

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## CORE CANVASSING DEFINITIONS

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

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## LABOR MODEL

Do we use subcontractors? \_\_\_\_\_

Two reasons we do NOT use them:

1. \_\_\_\_\_
2. \_\_\_\_\_

Key Phrase:

Products only perform well if \_\_\_\_\_.

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## INSURANCE

We carry \_\_\_\_\_-million-dollar coverage.

Two types:

1. \_\_\_\_\_
2. \_\_\_\_\_

General Liability protects: \_\_\_\_\_

Workers' Comp protects: \_\_\_\_\_

Why is insurance critical?

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## 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 \_\_\_\_\_.

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## YOU ARE THE BRAND

I am not just knocking doors.

I am building:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

I am the face of a Top \_\_\_\_\_ company in the nation.

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## **PERSONAL COMMITMENT**

What does your American Dream look like?

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What kind of leader do you want to become here?

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## **FINAL REMINDER**

The most prepared person \_\_\_\_\_.

Review your notes before taking the test.

# TELEMARKETING TRAINING WORKBOOK

## Fill-In-The-Blank Notes

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### PART 1 – ATTENTION, TONALITY & EARNING TIME

Telemarketing is not about selling a service first. It is about selling the next \_\_\_\_\_ seconds of conversation.

On the phone, time equals \_\_\_\_\_.

There is a direct correlation between average \_\_\_\_\_ length and number of \_\_\_\_\_ generated.

Humans decide \_\_\_\_\_ before they decide logically.

The \_\_\_\_\_ Effect teaches that first impressions are formed in under \_\_\_\_\_ seconds.

According to Albert Mehrabian, \_\_\_\_\_ carries more emotional meaning than words alone.

If you sound uncertain, the brain detects \_\_\_\_\_.

If you sound calm and certain, the brain detects \_\_\_\_\_.

Emotional Contagion Theory states that emotions can transfer even through \_\_\_\_\_ alone.

People can literally hear a \_\_\_\_\_.

Your physiology controls your \_\_\_\_\_.

Pattern interruption works because the brain is wired to notice \_\_\_\_\_ first.

If you open with something predictable, you confirm the mental category of \_\_\_\_\_.

Psychological \_\_\_\_\_ is the instinct to resist when we feel pressured.

Labeling tension reduces emotional \_\_\_\_\_.

Humor increases \_\_\_\_\_ and lowers perceived \_\_\_\_\_.

George Loewenstein's \_\_\_\_\_ Gap Theory explains that humans are driven to close information gaps.

If you reveal too much too soon, curiosity \_\_\_\_\_.

The Harvard copy machine study by Ellen Langer proved that adding the word " \_\_\_\_\_ " increases compliance.

Flat tone creates \_\_\_\_\_.

Dynamic pacing increases \_\_\_\_\_ retention.

Small early agreements build psychological \_\_\_\_\_.

The "foot-in-the-door" technique increases larger future \_\_\_\_\_.

Robert Cialdini identified \_\_\_\_\_ as a key persuasion principle.

Local positioning reduces \_\_\_\_\_.

Kahneman and Tversky demonstrated that losses feel heavier than \_\_\_\_\_.

Loss aversion means people are more motivated to avoid \_\_\_\_\_ than achieve gains.

Your first 10 seconds must combine:

Energy + Pattern \_\_\_\_\_ + Humor or Honesty + Curiosity + A reason using " \_\_\_\_\_ " + Confident tone.

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## **PART 2 – ENGAGEMENT, CONTROL & DECISION SIMPLICITY**

The Chameleon Effect was demonstrated by psychologist \_\_\_\_\_.

Mirroring increases \_\_\_\_\_ and compliance.

On the phone, matching someone's rhythm builds \_\_\_\_\_.

Albert Bandura introduced the concept of \_\_\_\_\_, meaning belief influences performance.

The Confidence Heuristic means people equate \_\_\_\_\_ with competence.

Hesitation sounds like \_\_\_\_\_.

Uncertainty triggers \_\_\_\_\_.

The Columbia “Jam Study” demonstrated the \_\_\_\_\_ of Choice.

When shoppers were offered 24 options, more people stopped — but when offered 6 options, sales increased by \_\_\_\_\_ times.

Too many choices create decision \_\_\_\_\_.

Binary choices reduce cognitive \_\_\_\_\_.

The Color Wheel Theory teaches that shrinking options makes decisions feel \_\_\_\_\_.

Elite closers do not ask “if.” They ask \_\_\_\_\_.

Assumptive framing shifts the decision from yes/no to \_\_\_\_\_ selection.

Kahneman and Tversky’s \_\_\_\_\_ Theory explains loss aversion.

Instead of emphasizing gain, emphasize preventing \_\_\_\_\_.

Social proof reduces \_\_\_\_\_ in decision making.

Specific and local statements increase perceived \_\_\_\_\_.

Labeling objections reduces emotional \_\_\_\_\_.

The Buffet Strategy means when one service gets rejected, you \_\_\_\_\_ instead of stopping.

Consistency theory states people prefer actions that align with their previously stated \_\_\_\_\_.

Longer engaged calls increase \_\_\_\_\_ bias.

The more time someone invests, the less likely they are to \_\_\_\_\_ abruptly.

Negativity bias causes negative events to feel heavier than \_\_\_\_\_ ones.

Top reps are not avoiding no — they are \_\_\_\_\_ them.

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## **PART 3 – INSTINCTIVE CLOSING & MOMENTUM**

You are not selling appointments. You are guiding \_\_\_\_\_.

When you detect buying signals, that is “\_\_\_\_\_ in the water.”

Buying signals include:

Longer answers

Warmer \_\_\_\_\_

Future-oriented \_\_\_\_\_

Questions about \_\_\_\_\_

The Confidence Heuristic proves certainty increases perceived \_\_\_\_\_.

During the close, your pace should slightly \_\_\_\_\_.

Speed communicates \_\_\_\_\_.

Slowing down dramatically before the close signals \_\_\_\_\_.

Scarcity increases perceived \_\_\_\_\_.

Robert Cialdini identified \_\_\_\_\_ as a persuasion driver.

Urgency works because humans default to \_\_\_\_\_.

Present bias means people favor immediate \_\_\_\_\_ over long-term benefit.

Consistency theory means you should reference what they previously \_\_\_\_\_.

“Since you mentioned...” reinforces that the decision is \_\_\_\_\_.

Loss aversion makes people want to avoid potential \_\_\_\_\_.

Bandura’s research proves belief affects \_\_\_\_\_.

If you fear rejection, your tone seeks \_\_\_\_\_.

Authority increases \_\_\_\_\_.

The Peak-End Rule states people judge experiences by the most intense moment and the \_\_\_\_\_.

The close should feel like:

Heavy and dramatic

OR

Smooth and \_\_\_\_\_

Momentum in a call is like pushing a car already rolling \_\_\_\_\_.

Attention earns \_\_\_\_\_.  
Time builds \_\_\_\_\_.  
Trust creates \_\_\_\_\_.  
Momentum closes \_\_\_\_\_.

When opportunity appears, you do not hesitate. You move with calm \_\_\_\_\_.

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## FINAL REFLECTION SECTION

If your average call length is short, your problem is not closing — it is earning \_\_\_\_\_.

If your tone drops after rejection, your performance will \_\_\_\_\_.

Your job is not to avoid no. Your job is to control the \_\_\_\_\_.

The phone amplifies weakness and rewards \_\_\_\_\_.

The ultimate question:

Are you reacting emotionally...

Or are you executing \_\_\_\_\_?