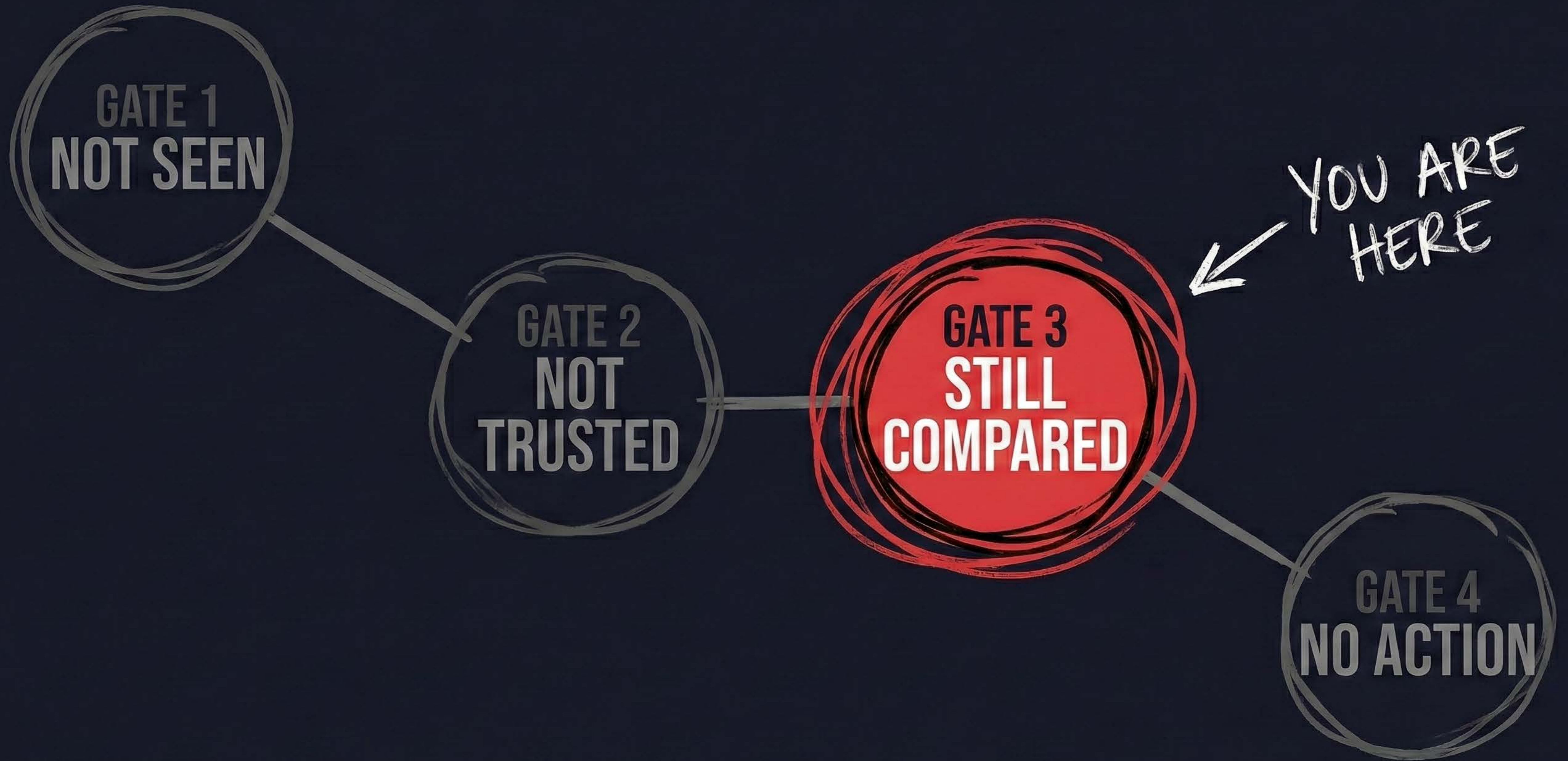


# TRUSTED BUT STILL COMPARED

They liked you best.  
Got three more quotes anyway.





Your revenue dies at one of these gates. Not all four. Not two. Just one. And you've never been told which. ✨

*“They told you they loved your proposal. Then they asked for two weeks to ‘think about it.’ They were getting other bids.*

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*“You won the job — but only after dropping your price 15%. The customer liked you. They just couldn’t justify the difference.*

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*“Your estimator spent 90 minutes on site. Detailed proposal. Follow-up call. Lost to a guy who sent a text message quote from his truck.*

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*“A homeowner said: ‘You guys are great but I found someone on Nextdoor for less.’ She didn’t find someone better. She found cheaper. And you couldn’t explain why that should matter.*

*Sound familiar?*



# 868

of 2,400 businesses diagnosed with this failure mode / 36% of all. The single most common failure mode.

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# \$301,967

average annual revenue leaked per business / The HIGHEST average leak of any failure mode. By far.

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# \$262.1M

total profit leaks found / Range: \$94K – \$400K. 182 businesses hit the \$400K ceiling.

*This is the most expensive way to lose. You did everything right. They liked you. And then they commoditized you anyway — because you gave them no reason not to.*



**LIE:** ~~People always get multiple quotes. It's just how it works.~~

**TRUTH:** → No. People get multiple quotes when they can't tell the difference. The businesses that close at 60%+ don't have better prices — they made comparison feel unnecessary.

**LIE:** ~~We need to be more competitive on pricing.~~

**TRUTH:** → Every dollar you discount is a dollar you're paying the customer to ignore your value. You don't have a price problem. You have a justification gap.

**LIE:** ~~Our proposals just need to be better.~~

**TRUTH:** → Your proposal is fine. The problem happened BEFORE the proposal. By the time they're looking at it, they've already decided to compare. The game was lost before you played.





**Month 1-3:** Early discounting/margin shrinks. Think temporary.

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**Month 4-6:** Price expectations form. Permanent price. Lose only advantage.

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**Month 6-12:**

Estimator burnout. Losing deals to competitors. Train new estimators. Bleeding margin.

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**Year 2:** Wall same, net less. Stuck in no man's land. Expensive option.

*Closing discussion, cramped "argins traps a moge student, by aoking margin traps anding then cto anore companies."*



## WHAT WE SEE IN 868 BUSINESSES WITH THIS FAILURE MODE

Solar, Pest Control, Cleaning, Painting, Landscaping, Garage Doors, Pool Services, Kitchen/Bath Remodel

Mode 3 businesses are typically GOOD businesses. That's the cruel irony. They have reviews. They have reputation. They have skilled crews. But nothing in their market presence answers the question: 'Why should I pay you more?'

The average Mode 3 business loses 3.2 qualified opportunities per month to comparison shopping. At their average ticket, that's \$25K/month walking out the door.

When we ask Mode 3 owners what makes them different — 84% give an answer their competitor could copy tomorrow. 'Quality work. Fair prices. Great service.' That's not differentiation. That's a participation trophy.



**If your customer had to explain to their spouse tonight why they should pay you 20% more than the next bid — could they? In one sentence?**

*If they can't, they won't. And you'll never know why you lost.*

- Find out where comparison is killing your margin — Take the 10-Minute Profit Leak Diagnosis
- Want us to make you incomparable — Book a call with Robbie