

# How to Compete on Value Instead of Price for Maximum Profit

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Featuring Steve Hasenmueller

May 15, 2025



# Presenters

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**Niki Acosta**  
Director of Marketing  
Skimmer

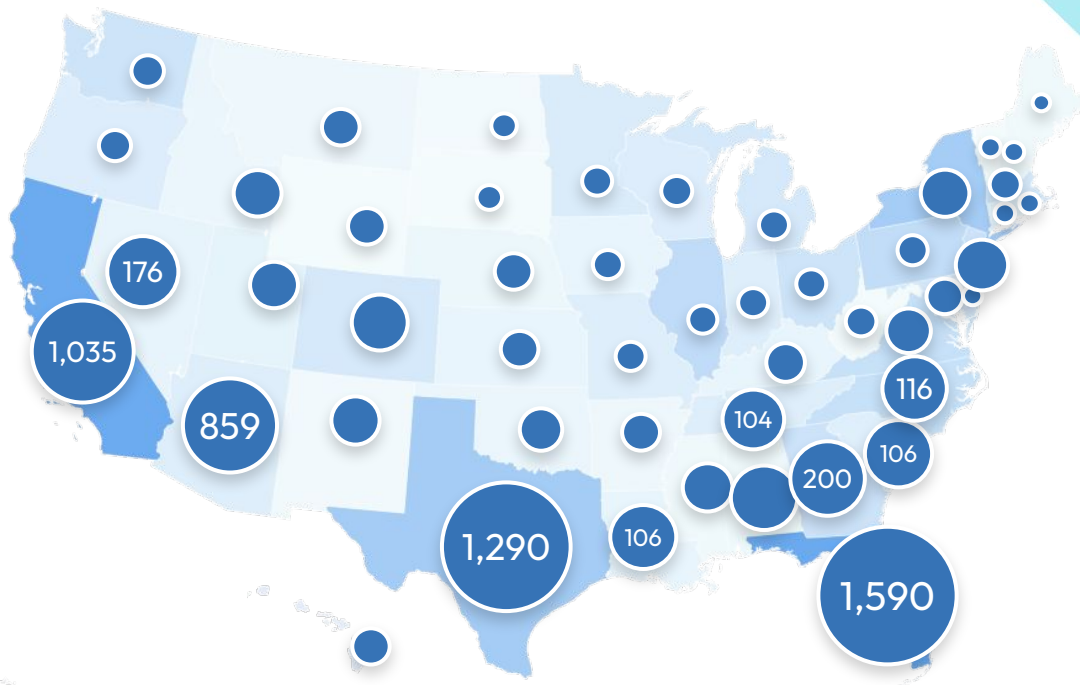


**Steve Hasenmueller**  
Trainer | Speaker | Author  
Effort Today

# About Skimmer

Skimmer is on a mission to modernize the pool and spa service and repair industry through easy-to-use software and best-in-class support.

Over **30,000** pool service professionals servicing **900,000+** pools trust Skimmer to run their business.



# The 2025 Pool Owner Report

[illegible]



**What do  
consumers value  
most in a pool  
service provider?**

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- 1. Reliability**
- 2. Communication**
- 3. Cost**
- 4. Thoroughness**

# What are the main reasons you hire a pool pro?

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**86%**

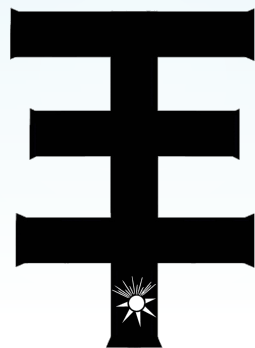
**Expertise**

**77%**

**Convenience**

**70%**

**Time Savings**



# VALUE BASED SELLING

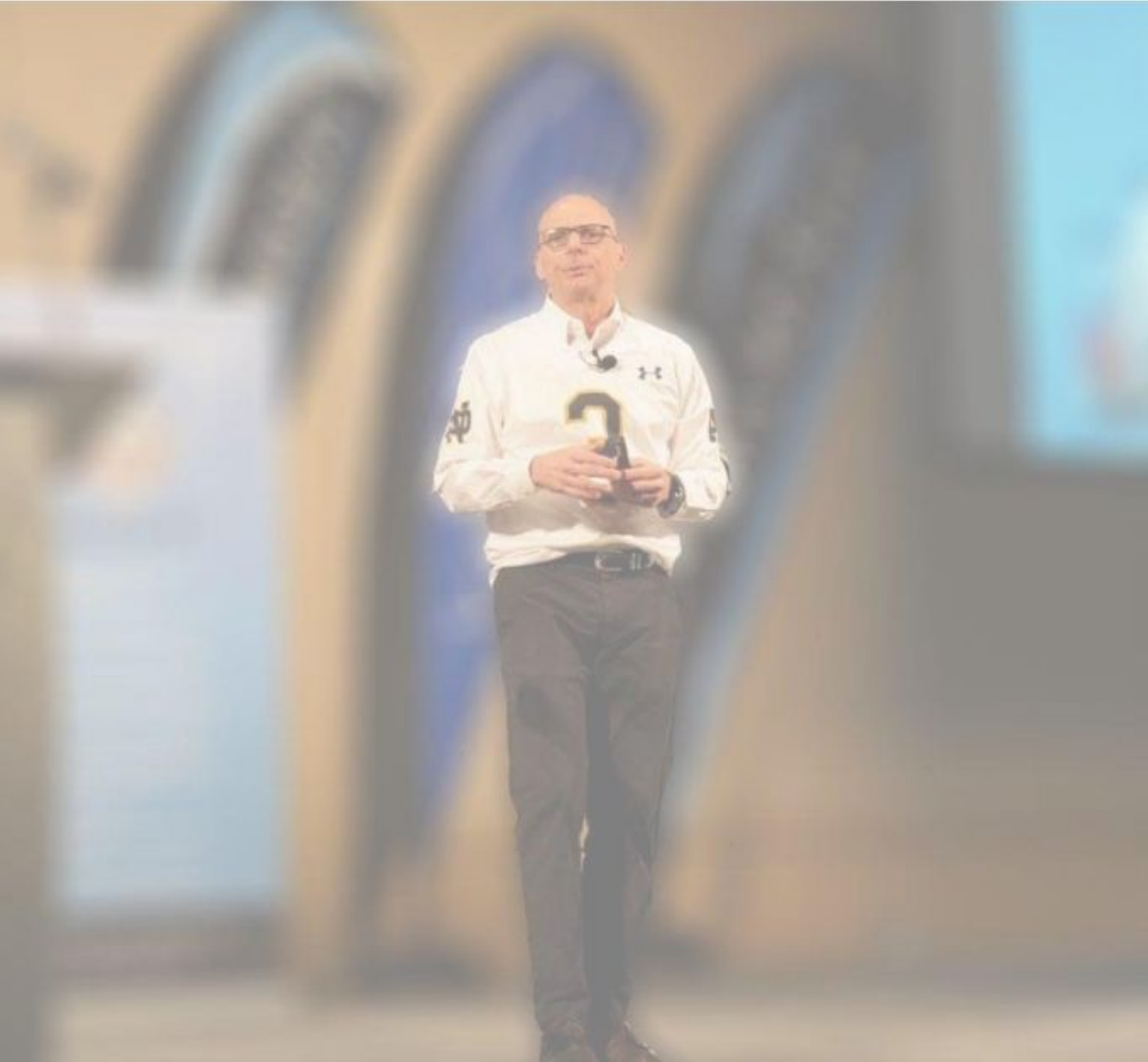
STEVE HASENMUELLER

[EFFORT-TODAY.COM](http://EFFORT-TODAY.COM)



# 3 PILLARS OF PROGRESS

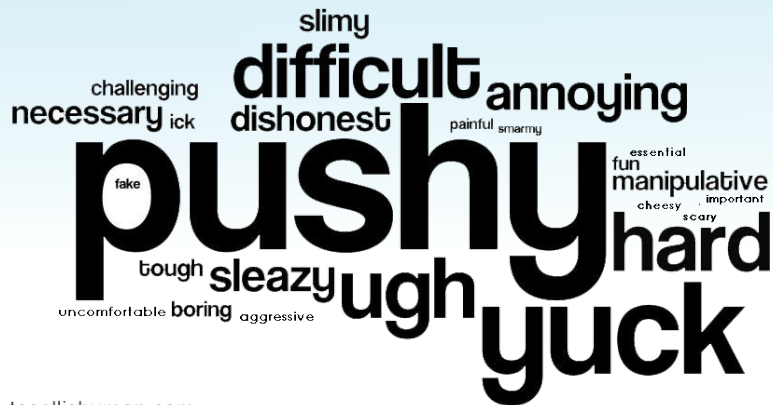
- ANYTHING WORTH ACHIEVING REQUIRES **EFFORT**
- **TODAY** IS THE MOST IMPORTANT DAY OF YOUR LIFE
- EVERY DAY IS A **PRESENTATION**



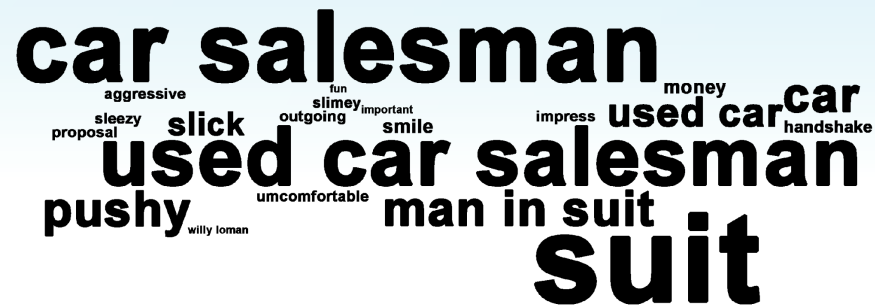
## **PRESENTATION:**

“A demonstration meant to inform, persuade, inspire, motivate or build good-will.”

- **BEST PRESENTATION WINS**



tosellishuman.com



PERCEPTION



# WYSIATI

- WHAT YOU SEE IS ALL THERE IS
- 

# #6

*“Prejudice means to ‘pre-judge’. When you prejudice, you are making a decision about something before you have enough data on which to base a decision.”*

- Wayne Dyer


## • PREJUDGING PROSPECTS






A light blue background with several white, realistic-looking bubbles of various sizes. In the top-left corner, there is a black symbol consisting of three horizontal bars of different lengths, with a small 'x' at the bottom, resembling a stylized 'E' or a logo.

# PREJUDICE

- PROSPECT – SALES(PERSON)
  - SALES ROLE – SALES(PROFESSION)
  - BOTH – SALES (PROCESS)
- 
- A cluster of white, realistic-looking bubbles of various sizes in the bottom-right corner of the slide.



# ANTI-SALES (TRADITIONAL)

- MUTUAL TRUST AND RESPECT
  - TRANSPARENCY AND CLARITY
  - ACTIVE LISTENING AND EMPATHY
  - MINIMAL PRESSURE
  - AUTHENTICITY AND HONESTY
- 



# VALUES

PERSONAL STANDARDS OF  
BEHAVIOR





# VALUES

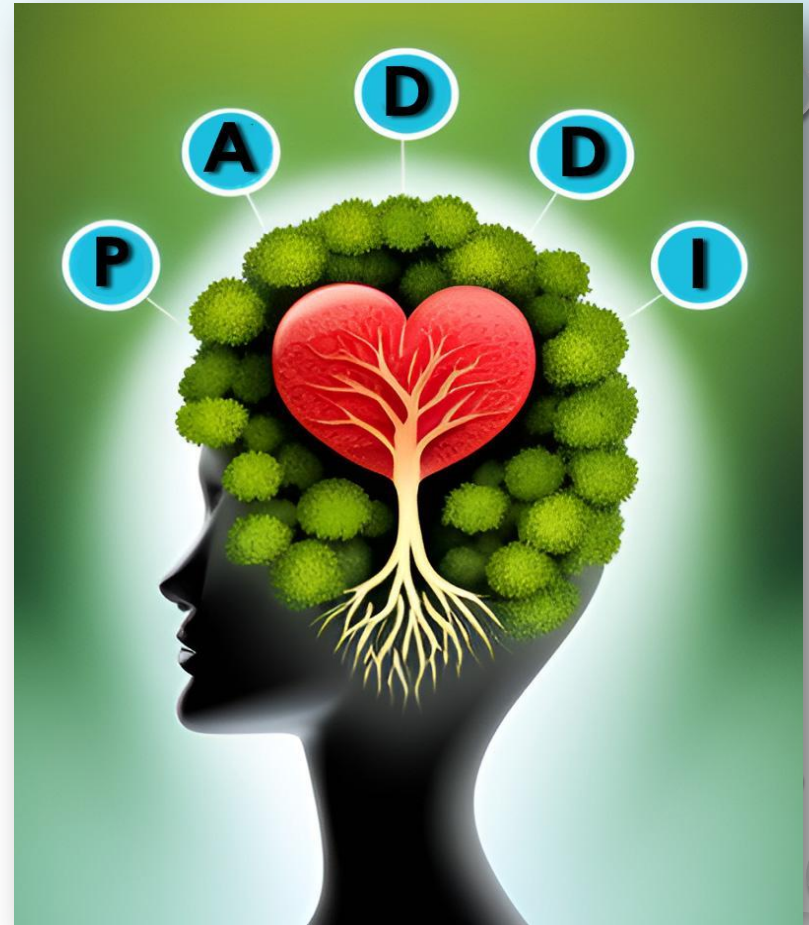
P - PERSEVERANCE

A - ACCOUNTABILITY

D - DILIGENCE

D - DISCIPLINE

I - INTEGRITY





JOHN  
WOODEN



Be On Time



Be Neat and Clean  
(Appearance and Speech)



Never Criticize a Teammate



# GROWTH MINDSET

The driver behind a person's motivation and achievement

## FIXED MINDSET

## GROWTH MINDSET

I already know it all

I want to learn

I give up easily

I learn from failure

I ignore feedback

I learn from others

I can't change  
how smart  
I was born

I can train  
my brain

I don't need to  
practice

I can work hard  
to get better  
at something

I'll never be  
good at this

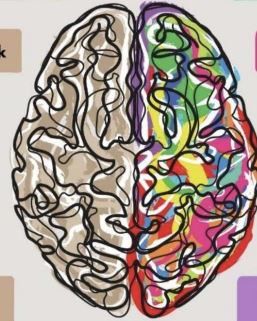
I will keep  
trying

Mistakes are setbacks so  
I avoid them

Mistakes are learning  
opportunities

I avoid things that  
require effort

I want to be  
challenged



[www.raniakuraa.com](http://www.raniakuraa.com)

@raniakuraa

[rania@rkdigitalhub.com](mailto:rania@rkdigitalhub.com)

[www.raniakuraa.com](http://www.raniakuraa.com)

@raniakuraa

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# BUILDING VALUE

- YOU
- YOUR COMPANY
- YOUR PRODUCT
- YOUR PRICE



# WHATEVER YOU SELL – YOU HAVE A CHOICE

## commodity

### noun

com·mod·i·ty | \ kə-'mä-də-tē \  
*plural* **commodities**

Definition of *commodity*

a mass-produced unspecialized product

## creative monopoly

### noun

mo·nop·o·ly | \ mə-'nä-p(ə-)lē \  
*plural* **monopolies**

Definition of *monopoly*

exclusive possession or control







\$4.99

\$37.50\*



\$14.95



**COMMODITY : COFFEE**

# CLOSING PRINCIPLES



SATISFYING STORY



UNCOVERING  
MOTIVES



COMPREHENSION OF  
BUYING SIGNALS

# “COFFEE IS FOR CLOSERS”

- A-Always
- B-Be
- C-Closing



“COFFEE IS FOR CONNECTORS”

Always

Be

Connecting

A

B

C



# CONNECTION PRINCIPLES

Authenticity



Shared Values



Empathy



Support





## PRESENTATION MAPPING

Engagement

YOU

(IN)

(IN)

(IN)

Go all IN

Credibility

COMPANY

CS

CS

CS

Who we are...  
3 statements

Simplify

PRODUCT/PROJECTS 101

Q

Q

Q

What we offer...  
3 questions

BIG 3

1

2

3

Creative Monopoly

Q

Q

Q

Establish  
difference  
3 questions

Perfect Choice

LANDING

Verify

Offer

PRICE

How making  
available...

O

O

Obstacles?

Closure

CONNECT

Ask for the sale

Write it up

Sale

No Sale

Keep selling

O

O

More effort

Owner

FOLLOWUP

Prospect



# BOX 4

A FORMER FBI TOP HOSTAGE NEGOTIATOR'S FIELD-TESTED TOOLS  
FOR TALKING ANYONE INTO (OR OUT OF) JUST ABOUT ANYTHING

## NEVER SPLIT THE DIFFERENCE

NEGOTIATING AS  
IF YOUR LIFE  
DEPENDS ON IT

**CHRIS VOSS**  
WITH TAHL RAZ



# ALL IN







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```
graph TD; YOU[YOU] --> I1["Introduce  
yourself  
Look in the  
eye"]; YOU --> I2["INquire"]; YOU --> I3["INspire"]; I1 --> AA["Accusation  
Audit"]; I2 --> AA; I3 --> AA
```

**YOU**

Introduce  
yourself  
Look in the  
eye

INquire

INspire

**BOX 4**

**Accusation  
Audit**





## PRESENTATION MAPPING

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(IN)

(IN)

(IN)

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# COMPANY

Years in  
business/  
Tenure

Recognition/  
Accomplish-  
ments

Community  
Involvement/  
**Skimmer**

**BOX 4**

## Go For No





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(IN)

(IN)

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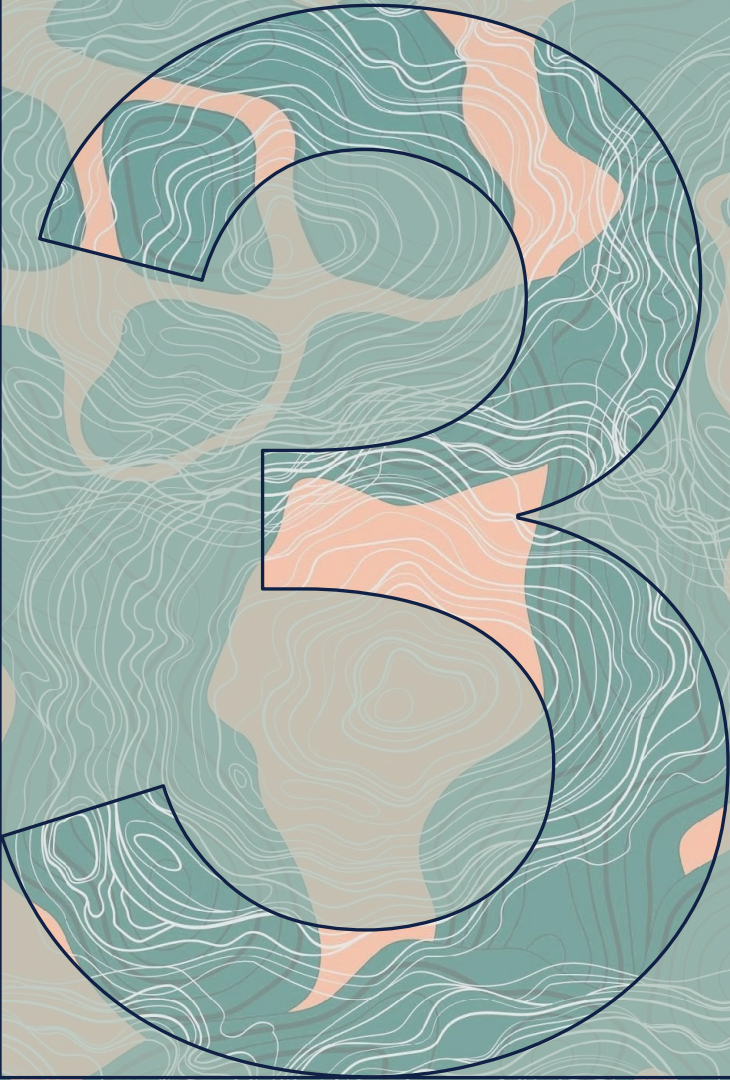
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More effort

Owner

**FOLLOWUP**

Prospect



## PRODUCT/PROJECT 101

What

How

Specifics

**BOX 4**

## Mirroring

Calibrated  
Questions

1

2

3







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(IN)

(IN)

(IN)

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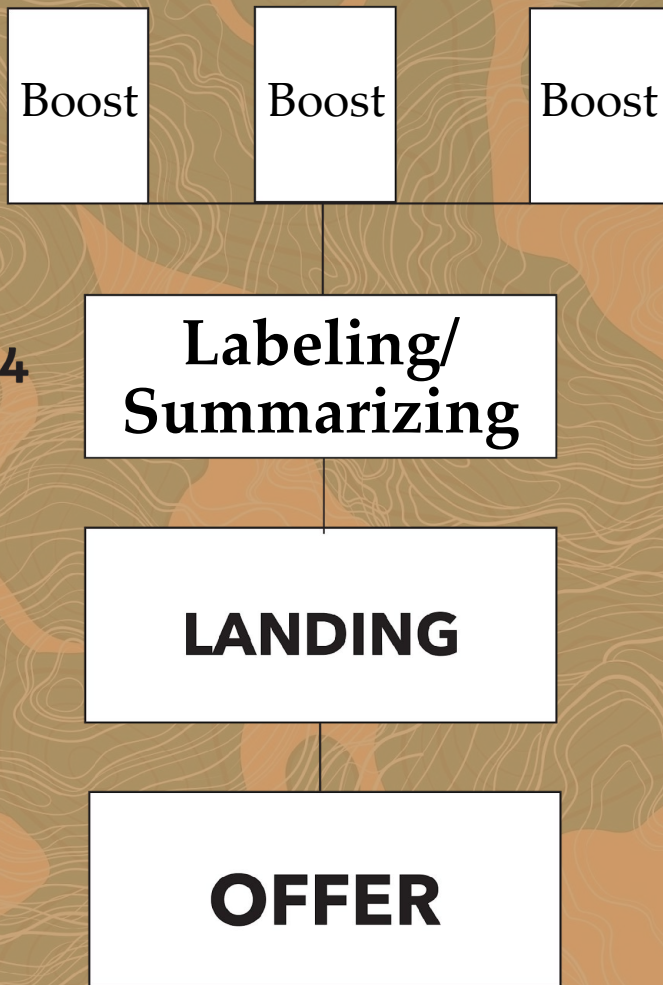
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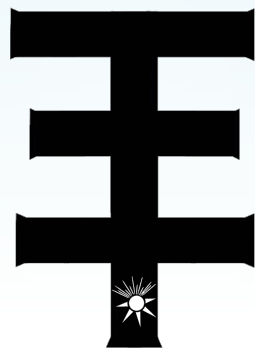
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# VALUE BASED SELLING

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# Q&A

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# Pool pros who use Skimmer...

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**Earn 10-20x return on investment**  
by saving time and taking on more pools



**Save 20 hours/month** on billing  
overhead and payments collections



**Grow 3-4x faster** than the industry average



**Travel 200 fewer miles** per month



**Save \$500/month** in chemical costs

# Thank you!

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