CLOSER PLAYBOOK

Breyon + James | Confident answers. Natural conversations.

Explain the opportunity.

Answer with clarity.

Earn the next step.

The 30-second explanation

Start with the business outcome, not a list of features.

WHAT WE BUILD

We help new water-filtration dealers launch and grow with systems, training, marketing, CRM and operational support.

HOW IT WORKS

You build your brand and sell to customers. PDG provides the tools, product access and support to help you operate.

How PDG makes money

Keep it transparent. Avoid promising that incentives are perfectly aligned in every case.

THE QUESTION

“Where do you guys make money?”

THE ANSWER

PDG earns revenue on systems dealers purchase and may earn fees for continued advertising services after the included period.

Territory + sales channels

IN PERSON

Suggested selling range: $4,000–$7,000. Higher average tickets can be possible.

ONLINE

Suggested selling range: $3,000–$4,000. A broader geographic market can support scaling.

EXCLUSIVITY

In-person territory protection is described in the offer. Confirm radius, duration and written terms before promising exclusivity.

BEST START

Recommend in-person for learning and higher tickets; online is a valid option for dealers who prefer it.

The flagship: Hyper Flow

WHAT IT IS

Mixed-bed 2-in-1 system using catalytic carbon and softening resin.

WHY IT MATTERS

One flagship product gives new dealers a simpler starting point for product knowledge and sales.

SHIPPING

Quoted lead time: 2–3 business days. Confirm availability and destination before promising delivery.

DELIVERY

System ships to the customer’s home; dealer is connected with an installer.

Installers + warranty

INSTALL COST

FAQ lists $500 flat plumber pay. Verify scope, market and any exceptions.

VETTING

PDG interviews installers and checks installation experience and warranty information.

INSTALL LIABILITY

Do not promise automatic coverage for a burst pipe. Responsibility depends on contract, insurance and cause.

PRODUCT WARRANTY

FAQ says “lifetime.” Explain only the written warranty’s actual coverage, exclusions and claims process.

Marketing math — illustrative

Illustration only • results vary by market, offer, campaign and sales execution.

$100 / DAY

$3,000 monthly ad spend ÷ $60 assumed cost per lead = 50 leads.

BOOKING

At an assumed 80% booking rate: 40 booked appointments.

CLOSING

At an assumed 30% close rate on booked appointments: 12 sales.

IMPORTANT

These are planning assumptions, not guarantees. Define “lead,” “booked” and “showed” consistently.

When do campaigns start?

THE EXPECTATION

Most dealers are targeted to launch advertising in roughly 2–3 weeks after signing, subject to readiness.

THE FIRST MONTH

Campaign performance can fluctuate while ads are optimized; avoid promising a fixed acquisition cost.

INCLUDED MARKETING

The stated two-month included marketing period starts when ads launch, not at signing. Confirm what fees and ad spend are included.

THE RESPONSE

“We have an established starting framework, then optimize it for your market.”

Onboarding roadmap

Target: approximately two weeks to become launch-ready; actual timing varies.

WEEK 1

Kickoff + action plan; Bruce/Luke calls; account and business setup review.

WEEK 2

Backend access, sales training, marketing setup and workflow walkthrough.

LAUNCH GATE

Check dealer readiness, ad account, assets, tracking, fulfillment and compliance.

AFTER LAUNCH

Review lead quality, appointment conversion, close rate and fulfillment.

Objection-handling framework

1 ACKNOWLEDGE

“That’s a fair question.”

2 ANSWER

Give the short factual answer first.

3 VERIFY

If a detail depends on contract, market or availability, say so.

4 TRANSITION

“Does that answer your question? Here’s what the next step looks like.”

Role-play: practice the answers

Coach for accuracy, calm delivery and a natural next step.

PROSPECT A

“What if I spend $3,000 on ads and get no sales?”

PROSPECT B

“Can you guarantee no competitor in my zip code?”

PROSPECT C

“What happens if the installer damages my home?”

PROSPECT D

“What exactly does lifetime warranty cover?”

The natural close

RECAP

“Based on what you shared, you want to launch a water-filtration business with support instead of assembling everything alone.”

CONFIRM FIT

“Does the in-person, online or hybrid model fit how you want to operate?”

NEXT STEP

Review the current package, written inclusions, investment, agreement and onboarding kickoff.

NO PRESSURE

Invite questions and give a clear decision path. Do not manufacture urgency.

Appendix: dealer unit pricing

Supplied PDG price sheet • confirm current prices, shipping, taxes and fittings

PurestShield 32K	**$1,048**
PurestShield 48K	**$1,048**
PurestShield 64K	**$1,172**
Flow X1 coco 1.0	**$827**
Flow X1 cat 1.0	**$992**
Flow X1 coco 1.5	**$948**
Flow X1 cat 1.5	**$1,081**

Appendix: dealer unit pricing

Supplied PDG price sheet • confirm current prices, shipping, taxes and fittings

Flow X1 cat 2.0	**$1,187**
HydroFlo 48K	**$1,282**
Hydro Fusion salt-free	**$1,095**
Hyper Flow 32K 3/4”	**$1,085**
Hyper Flow 48K 3/4”	**$1,013**
Hyper Flow 48K 1”	**$1,013**
RO 6-stage	**$450**

Manager verification checklist

Resolve before Breyon and James present these as binding terms

- ☐ Written territory radius and exclusivity conditions
- ☐ Exact lifetime warranty certificate and exclusions
- ☐ Installer $500 scope, credentials, insurance and liability
- ☐ Two-month marketing inclusion: management vs ad spend
- ☐ Current package price and what onboarding includes
- ☐ Confirm RO spec: “100 GPM” may need correction to GPD
- ☐ Confirm Hyper Flow 32K vs 48K pricing order