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AMETHYST METHOD

TRANSFORMING RETAIL SALES FOR STONE FABRICATORS:
A PROVEN DIY APPROACH

GRAND ONYX
BUILDING WORLD CLASS STONE FABRICATORS

The Amethyst Method: Revolutionizing Retail Sales in the Stone Fabrication Industry

What's the difference between a coffee barista and your salesperson? Maybe not as much as you think. While one is taking orders for a \$12 cup of coffee and the other is taking orders for \$12,000 countertops, the baristas probably had more sales training.

The stone fabrication industry sells primarily through two sales channels:

- **Retail (Direct to Homeowner):** Customers visit showrooms and purchase countertops directly from sales representatives. This method offers higher profit margins, typically between 20-30%.
- **Wholesale:** Fabricators sell to builders or interior designers, who then refer their clients. While this creates steady business, profit margins are lower (5-10%), and losing one customer can significantly impact revenue.

Here's the issue. Most stone fabricators have grown organically, starting off as small operations and expanding rapidly with formal business structures in place. Yet, without a sales training program, your retail staff is likely leaving money on the table — lots of it.

A Structured Approach to Sales

After analyzing thousands of sales calls and millions of leads, one thing has become crystal clear: the overwhelming majority of sales reps struggle with fundamentals, holding your company back from racking up the type of sales numbers you dream about.

That's why we founded Grand Onyx in 2021 to work with stone fabricators like you to improve sales. And we've done exactly that. We've worked with more than a dozen stone fabricators and guess what — they all have the same issue. Rarely has anyone in the company had any formal sales training.

We've developed a sales training method that changes that. It helps you build competency and develop the kind of culture where people succeed — and everybody makes more money.

Sound good so far? Introducing the Amethyst Method.

The Amethyst Method

This proven sales strategy is creating world-class results and generating massive upticks in revenue for those embracing it. If you follow the process, you can raise the bar for your sales team.

Quite simply, you will be the best at selling and outshine your competition.

Our analysis has discovered the bright spot, the sales reps that outperform everyone else. They do the little things that lead to big sales and they do it consistently.

Each letter of the Amethyst Method is part of the process and we'll walk you through it. We'll go step-by-step through a structured approach to sales. When you're done, I'm confident you can train your sales reps to be world-class.

Chapter 1: A - Assess the Sales Team

Let's get started. The Amethyst Method starts with the letter A and that stands for **assessing your sales team**.

Before you start on any significant initiative with your team, you need to know where you are now. This phase sets the foundation and creates benchmarks so you can identify areas for growth and track improvements over time.

Assessments will:

- Identify team members' strengths and weaknesses
- Determine coaching needs for each sales rep
- Build benchmarks for tracking the impact of changes

Key Metrics

We've taken an in-depth look at industry-leading sales reps to figure out exactly what they do and broken it down into critical performance areas. By assessing your team, you can see how they align with the best of the best.

We typically take these snapshots on a quarterly basis to help set goals or sprints for the next quarter. By comparing against previous quarters, you can track improvements. Tracking against the same quarter from last year, you can also account for any seasonality.

You'll want to track these key metrics:

- **Open Deals:** Monitor the number of active quotes or deals each salesperson is juggling.
- **Average Order Size:** This metric can vary significantly between salespeople, ranging from \$2,000 to \$7,000. Top performers often achieve order sizes \$1,000 to \$1,500 higher than their peers.
- **Close Rates:** The industry standard is about 40% before implementing the Amethyst Method. With proper implementation, close rates can increase to around 75%.
- **Time to Close:** Measure the duration from initial contact to closing the sale. The sweet spot is around 30 days, with top performers achieving 21-22 days.

Time to close is critical. The longer it takes to close, the more time someone has to shop your competitors.

By analyzing each of these metrics, you can find your average. But, you can also identify your bright spots. Then, we need to figure out what they do differently than everybody else to achieve success.

Call IQ

We use a proprietary metric that evaluates how effectively salespeople handle the initial phone call.

After listening to thousands of calls, we see the same patterns over and over. Here's just one example.

Phone rings.

Caller: "What are your hours?"

Sales rep: "We're open until five."

Caller: "Thanks."

Disconnect.

You've got an interested party on the line and let them escape without trying to find out more about what they are looking for, qualifying them, or setting an appointment. They may never show at your showroom and you've lost a sale.

The bright spots don't let that happen. They recognize the lead's potential and start the sales process. Here's an example:

"Before you make the drive, let's make sure we don't waste your time. So, let me ask you a couple of questions to make sure we have what you need. Tell me about your project."

Then the questions start.

Is it a kitchen or bathroom?

Are you familiar with the types of materials?

Have you been anywhere else and found anything you really like?

What's your timeline?

Think how valuable this information is. You've engaged with the customer and now have enough information to move them forward.

"OK," your sales rep might say. "Now that I know what you're looking for, we can definitely help. To save you time, let me pull together the materials you're interested in. That way we can get you in and out quickly. When do you think you could stop by? If we can agree on a time, we can lock it in so we can make sure you don't have to wait."

This method builds rapport and the relationship right from the start before they ever walk in the door. You're also controlling showroom traffic. We've all seen when 12 people show up at the same time and there are only 2 salespeople available. You're preventing that from happening.

Here's another thing you've done. You're telling them that when they come to see you, they're getting the best possible experience. You're prepared. And one more thing. You've let them know you're doing work on their behalf before they show up. That can help you cut down on no-shows. It creates what we call a "Social Contract".

Prospect Persistence

Another thing we track is how you follow up with leads. One of the biggest problems we see with leads when they come online, through Google or Facebook or your websites, is that sales reps generally call or email them once and that's it. *They never call them again.*

You've spent money to generate leads...and it's wasted.

A study by the Harvard Business Review of 1.25 million sales leads shows you need to contact prospects within the first hour you get a lead. Make sense, right? People get busy so when you can reach out when they connect, you dramatically increase the odds of making that connection. That first-hour contact increases the sales odds by 7X.

Here's another thing the study showed. You need to contact someone *at least seven times over 30 days* to be successful.

Are your sales reps calling or texting leads within an hour and then following up at least 7 times?

I doubt it. But, let's measure it and see.

Automating the Process

If this sounds like a lot of work to sort through everyone, collect the data, listen to phone calls, and pull it all together, it is. Especially if you're doing it manually.

We've built a system that automatically pulls this from the top software in the industry like Moraware, Stone App, Actionflow or Stone Profits. Our system will also connect directly to your phone system and website to automate the process for you. It takes about two hours to set up and it will handle the assessment and metrics for you. No Humans Needed!

Chapter 2: M - Motivate the Sales Team

M in the Amethyst Method is about **motivation**.

Making the collection of your key metrics automatic, putting them in front of your sales team every day, and making them public creates a competition.

Top salespeople are highly competitive and you want to nurture that respectfully. If someone is lagging, it shows it. This puts a spotlight on them and adds a bit of social pressure. This can either force them up or force them out. It also shows where coaching will help.

We call our summary, the Rock Report. It connects to your phone system, and website. It also integrates with tools like Moraware, StoneApp, ActionFlow, or Stone Profits. You get accurate data every morning so it becomes the first email sales reps open every day. These real-time metrics include the previous day's activity and provide motivation (or guilt).

This lets them – and you – celebrate their successes and progress. This is great to call out in front of everybody at a weekly sales meeting. You can also use the information privately with those falling short. The hard data gives you a way to objectively measure performance and pinpoint areas that need improvement.

This simple process keeps your team engaged. It provides motivation for improvement, recognizes those who do the things it takes to close deals, and holds everyone accountable.

Here's the best part. Once we get you set up, you don't have to do anything. The Rock Report automatically collects and parses the data from your business systems and then delivers it.

The Tale of Two Sales Reps

Let me tell you a story. Call it the tale of two sales reps.

Jim was the top dog in the organization and had been selling countertops for 30 years. Logan was in his 20s and had only been on the job a short time.

When we put our system in place, many of the older guys, including Jim, just didn't take it seriously. But Logan jumped in with both feet, following the playbook and following up the way we suggested. He was texting prospects at the right time and started to soar. Before long, he was kicking Jim's butt — and everyone else's. Logan was racking up 25% more sales at a 25% higher closing rate than average.

Before the Rock Report, nobody measured these things. So, everybody just assumed Jim was the best sales rep. It wasn't until the reports were made public that it changed the dynamic. Internally, there were

discussions about Jim's future. After all, this young guy was outperforming him...and he was a lot less expensive.

It took about three months of Jim playing second fiddle to this kid to realize the new way of working wasn't going away before he changed his mind. But, he did and now he's right up there with Logan. The bar was raised, and it made everyone better. And here's the kicker: Jim actually beat Logan this past quarter. I guess you can teach an old dog new tricks.

If the metrics are real-time, consistent, and public, they can't hide. When the numbers are out in the open, everybody sees them. They have control over what the numbers show and they're more likely to stay motivated to perform at their best.

Chapter 3: E - Enhance the Process

The E in the Amethyst Method stands for **enhancing the process**.

People see how they're doing against their peers. Leadership sees it too and they are now in it to win it. In the beginning, the early adopters will take this data to heart and embrace it. Typically, they're the younger ones. One or two will look at the metrics, see what top performers are doing, and say — I can do this. Then, they start to get better.

Leveraging Technology

Connecting your sales process through a customer relationship management (CRM) platform will be important to keep track of everything. The best we've found for stone fabricators is Pipedrive CRM. While a lot of companies use HubSpot, we've found the learning curve is much higher. You almost need an engineering degree to use it well. Oh, and it's about seven times the cost of Pipedrive.

You can use whatever you want, but the key is simplicity. Sales reps want to spend their time selling, not staring at the computer. Pipedrive will pull everything in from your business system (Moraware, Stone App, etc) automatically and attach it to quotes so you capture all of your phone call recordings, text messages, emails, quote adjustments and notes in one place. This reduces keyboard time and empowers your reps to focus on relationships.

We need to mention something here. We've found that most sales reps are not well organized. They love the chase and the relationships, but they're not so great at documenting what they're doing and following a structured sales process. A lot of them HATE traditional CRMs because it forces them to be organized and document everything.

You can help them by simplifying and supercharging your sales process with technology. For example, we use AI to record calls, summarize them, and recommend tasks for the next steps. It's kind of like having a personal assistant.

Managing the Workflow

Getting a CRM, connecting it, and automating things is part of the process, but it's really about workflow. We've tested multiple workflows at stone shops and found there are seven distinct steps to get someone closed and each has its own objective, leading to the next step.

1. Someone Shows Interest

Whether they called, walked in the door, or filled out a website form, they've demonstrated some level of interest.

This isn't the type of sale that happens over the phone. It needs to be done in person. You can visit with them at home or in your showroom, but you need that first visit to move prospects forward in the sales process.

Objective: Make contact, learn about their needs, and get a visit scheduled. It's essential to secure that first face-to-face meeting as soon as possible.

2. The Meeting

Even though you have a meeting scheduled, it doesn't mean they are going to show up. No-shows and no-calls are common. Reminders help and you can automate this process if you choose. Text messages work great because they are seen more than emails or voicemails and people carry their phones with them everywhere these days.

Think about it for a moment. Your dentist sends you reminders for appointments and that might be for a \$100 cleaning. Why not automate the process for someone who's looking to buy a \$5,000 countertop? A text reminder or two can be the nudge they need to show. Plus, you can take the burden off your sales reps to call or send those reminders because – let's be honest here – a lot of time they never make the call or send the text on their own.

At the meeting, you get the opportunity to build rapport, understand the customer's needs and budget, explain how you do business, and sell them on your ability to deliver quality work at an affordable price.

Objective: Establish your credibility and gather the information you need to put together a quote.

3. Get Them Quoted

Next, you need to get them quoted. The more time you wait to put together a quote, the greater opportunity they have to shop around and find reasons to move on. Strike while it's still fresh in their mind. If you let time pass, it can come off as you're not interested in their business. In fact, one of the most common frustrations we hear from customers is that sometimes have to *chase sales reps* to get a quote.

If a customer can't get their quote promptly, they'll be left wondering what happens once they give you a deposit.

Objective: Get a quote in your customer's hands as soon as possible, preferably before they walk out the door.

4. First Follow-up

With the quote fresh in their minds, they may have questions but they're likely excited about the process and dreaming about what their new stone countertops will look like in their home. If they reach out to you, get back to them ASAP. They're interested.

If you don't hear from them, your first follow-up should occur two days after the quote.

At Grand Onyx, we have follow-up scripts built into our system for calls, texts, or emails. These are templates you can use or adapt, developed based on best practices from top performers.

Objective: Maintain the relationship, address questions, and make the first attempt to close.

5. Second Follow-up

Five days later (7 days after the quote), check in with the customer again. Continue to offer support and information.

Objective: Stay top of mind. Stay engaged. Ask for the sale and counter any objectives.

6. Third Follow-up

A week later (14 days after the quote)

Objective: Ensure they know you're still working to get their business. Ask for the sale and counter any objectives.

7. Final Follow-up

This is the most important follow-up you'll do and you use it to create a sense of scarcity and urgency. Reach out and let them know that the quote is about to expire. You will have to release the material and the price may change. It's constantly changing depending on availability and demand.

You'll almost always get a strike. We see **most closes occur during this seventh step**.

Objective: Create scarcity and urgency to prompt a decision.

If the Customer Goes Dark

If, after all your work, the customer ghosts you, wait a week or two and make one last approach. Send them a personalized message and appeal to their motivations.

Don't ask them if they want you to get an updated quote or if they are ready to make a decision.

Instead, frame the conversation about them. For example, ask if they're still interested in completing that dream project this month or before the holidays. About 80% of the time, you'll get a response especially if you built that rapport in the beginning..

Chapter 4: T - Train On Tech & Process

The next step in the Amethyst Method is T, for **training**, and it includes both process and technology.

We'll let you know now that this is one of the hardest parts.

When you put in a system like ours and formalize your sales process, it doesn't mean it's going to work without effort. You need a clear strategy and consistent reinforcement to drive adoption and achieve success.

There's a great quote from James Clear. He wrote a book called Atomic Habits and it sums this up beautifully.

"You do not rise to the level of your goals. You fall to the level of your systems."

Goals are great, but without a systematic approach to achieving these goals, you're more likely to fail. You need to train your team, follow the system, and hold people accountable.

One of the other things Clear said that's key is that you have to make it easy. Our Sales App automates most of the data collection because we know if it has to be done manually, it may never get done. You have to carve out time for training and make it a priority. Make it easy and keep sessions short. You're better off in most cases doing bite-sized training (30 minutes or less) and focusing on specific areas.

The Training Process

There's a method to making training successful, too. Here's what we've found works the best.

You need to start by demonstrating the power of the system. Your team has to believe it's going to make their life easier and improve their performance. If they don't believe in it, it won't work.

Unfortunately, most software systems don't make it easy and that's something we take very seriously at Grand Onyx. When we pick software or develop software, we put a priority on ease of use. It should be intuitive. We go by this motto — if something has to go through an official training session to figure out how to use it, it's not built right.

After your first session, give them a week or two. Most of them aren't going to do anything with it. They may be thinking this is the flavor of the month and if they wait it out, you'll move on to something else. So, why put the time and effort into learning something new?

However, some of your younger folks that grew up with tech, may jump right in and be proficient very quickly. You can use this to your advantage.

In the second session, you can invite that person who embraced the tech and bring them in front of everybody else with the same level of training and let them demonstrate their proficiency. They become your 'change champion'. That sets a precedent. If this rep could do it with the same level of training everyone got, it sends the message that it's not that difficult.

We like to put them through the paces and have them do five or six tasks. Maybe send an email, text, save a note, or other simple things. When they're done, ask the next person to come and do it. Even those who don't volunteer will see it done four or five times and be ready when called. Repetition and hands-on training cement lessons.

That champion is important. People don't always let the boss know they don't understand something or can't figure out it. They loathe calling customer support. But, the champion can help.

Managing in the Red

Here's another quote, although it's attributed to management guru Peter Drucker or statistician W. Edwards Deming depending on where you look. The quote is:

"You can't manage what you can't measure."

If you don't get your team to use the system and track their progress, it can simply waste your time and money.

You need to constantly measure what they're doing. If a quote expires, what's the reason? Did they do all of the follow-up steps? If someone walked in the door a few days ago, what's happened since?

We call this **managing in the red**.

For example, if a quote expires and they haven't chosen a reason for why it's lost or didn't close, it turns red in the system. This lets the salesperson — and the manager — know there's something they need to attend to. If a lead came in a week ago and they didn't do the follow-up within 48 hours, it turns red.

And, when something turns red, it needs to be managed.

This creates a visual signal for the sales rep and some urgency to stick to the process. From a management standpoint, you can look at the Rock Report and see what's red. If Amy's got a bunch of red on the screen, it pinpoints where she's not following the process.

Make your expectations clear. You don't want to see any red numbers. When the owner says "no more red," within a few weeks, the red will start to disappear.

This does more than just check things off a list. It forces them to explain why a deal is lost or why they didn't follow up in 48 hours. It forces the behavior without you having to stand over them and remind them.

Chapter 5: H – Hone Your Skills

With the system in place, training underway, and the process in motion, you need to work on sharpening sales skills through regular feedback and coaching sessions. H in the Amethyst Method is about **honing skills**.

We recommend you do group training once a week. While one-on-one coaching is always a good idea, you need to do it in a group setting, too. That way you keep the culture and the strategy in front of everyone. You can highlight the bright spots and share what's working with the group. Ask for feedback, too. You'll often get your best ideas from one of your team that tried something different and saw success.

When you're working to improve performance, it's important to focus on the leading metrics. While we all like to celebrate a sale, you know there are all these steps between prospect and customer. By focusing on the leading metrics that produce sales — the steps in the process — you reinforce the importance of following your sales strategy.

Leading metrics improve the lagging metrics of sales.

It's important to go beyond merely reporting. Focus attention gets action. So, if you want to raise your average order size, reduce your time to close, or other leading metrics, set a goal and incentivize your team for success. Set a goal and create an incentive for reaching it.

Make your goals specific and actionable. Maybe the goal is for everyone to raise their quarterly sales by \$500, or to make sure that they are not in the red before every meeting, or that they've completed all seven steps with a certain number of prospects. Whatever you are focusing on, give them a reason to succeed. Gift cards, bonuses, and even recognition can go a long way. Most great salespeople are competitive and they like to win.

If you want to reinforce the message, you've got to drive it home regularly. Think weekly rather than monthly and don't just leave them on their own to figure out. If you go a few weeks or a month without pointing out someone's in the red, you'll likely see the amount of red on their screen increase.

People respond to what you measure when you do so consistently.

Chapter 6: Y — Your Individual Goals

Team goals are necessary. After all, you need to hit certain thresholds to hit your profit margins. However, reporting on total sales and pacing as a whole may not be a great motivator. While everybody wants to win, sales is a personal sport. Unless you create a personal incentive (and for salespeople, it's usually cash), there's little personal stake in hitting a team goal. But the rewards for hitting their own mark can be highly motivating. So, the Y in the Amethyst Method is for **your individual goals**.

The best salespeople generally have two goals, and they're keeping one of them to themselves. The first goal is the one the company wanted them to hit. The other is their personal goal to earn a certain amount of money. The most motivated individuals are working toward their personal goals, and it's almost always higher than yours.

Celebrating team success is important. So is celebrating individual success publicly. But, setting personal goals is essential, and we like to start with the paycheck.

Setting Individual Goals

Sit down with each sales rep and talk about their take-home. Ask them what they want to make this year. Once they tell you, you can look at the leading metrics and back into what it takes. Now, when you're asking them about areas they are failing short, it's not about reprimanding them. It gives you a way to talk about what will help them meet *their goals*.

Maybe you notice their time to close is twice your top performer's time. You can now focus on a positive conversation about what we can do to reduce that time to close. Maybe their average order is under the team's average. You can discuss specific strategies to change that and provide coaching on techniques.

That's the beauty of the Rock Report. You can see at a glance everybody's strengths and weaknesses and use that information to help them make more money! When they truly believe you are invested in their success, they're more open to new ideas. That's more powerful than hoping they'll hit what may seem to them as an arbitrary team goal.

Chapter 7: S - Sales Filled Pipeline

If you've gone through all the chapters and followed the Amethyst Method up to this point, congratulations! You've assessed your sales team to figure out their issues, you're using real-time metrics to get and keep them motivated, and you're enhancing that process and getting buy-in.

You've trained your team and seeing improvement. They're using this tried-and-true method, proven to work in dozens of stone fabricators across the country. You're honing your skills and creating individual goals for each to help them all improve.

Now, you've got a fine-tuned sales machine with people and processes. So, it's time to crank it up.

The S in Amethyst stands for a **sales filed pipeline**. It's time to crank it up and grow your business.

Market Domination Framework

The way we do that is by employing our Market Domination Framework. After all, you don't just want to increase sales. You want to dominate and be the top choice in your market. There are a couple of key steps to help you get there.

The countertop fabrication industry is heavily influenced by community involvement. That really, really matters because you're a local or regional business. You want to participate in community events and generate solid reviews.

When it comes to marketing, a great way to do that is to target the suburbs. We have a special technique within the Market Domination Framework where we look at all of the cities and communities in the area and rank them based on population and spending power. Then, we look at how well you rank online with these areas, how much it's going to cost to target a particular area, and the potential to dominate.

This helps you prioritize your marketing efforts and make surgical strikes to stretch your marketing dollars further.

This creates a disciplined and strategic approach to your digital marketing. It's not advertising. It's about creating offers that we know will get people to react. We can go down to the zip code to areas you can affordably market and create personalized messages to entice them.

Within your CRM, you can track specific offers and see what works and what doesn't. You can track individual campaigns and geographic groups. This solves one of the biggest problems with marketing, which is

attribution. While marketing is always a combination of every touchpoint over time, you need to know what specifically motivates someone to take action. When they finally contact you, knowing what was the trigger helps you plan your future marketing efforts.

This is one area where we differ from 99.9% of digital marketers out there. We know the industry really well and we've seen what works. With 15 years under our belt, we know how to measure which activities generate the most sales. Just as importantly, we can help you stop spending money on things that don't move the needle.

Think of it this way. Why play a basketball game when you can't keep score? With the Market Domination Framework integrated into your Amethyst Method implementation, you're not just playing – you're winning, and you have the scoreboard to prove it.

When you find what fills the pipeline, you can dominate one area and then move to the next.

Chapter 8: T - Transform Your Sales Team

T is for **transforming your sales team**.

If you follow the Amethyst Method, you can supercharge your sales process in two specific ways. First, you're making more money (and so are they). But, there's another big benefit. The work's going to be easier.

With the process and technology in place, your sales reps can spend more time doing what they like to do. Building relationships and selling. With this methodology, there's less paperwork and less reporting necessary. It guides their activity, so they're free to focus on selling rather than filling out forms.

It truly empowers them and makes them better at what they do.

And, when you focus your effort on their goals and provide feedback and coaching, you can build a team that supports each other, and create an amazing culture where everyone succeeds. You support consistent learning, providing your sales team to constantly improve their skills and their paychecks.

When you reach this point, magic happens. Your best people are happy, so they don't leave. You can weed out the poor performers more easily and the culture helps attract top prospects when you need to fill seats.

We'll leave you with one of our favorite stories. It's about a guy named Braeden out of Utah. He's in his early 20s and went to work for an organization where everybody else had been around for 20 or 30 years. He started using the system before everybody else.

Now, the top performer in the organization was a sales veteran and was racking up about \$400,000 in sales each year. Within eight months of Braden leveraging the process, he left everybody else in the dust. He topped a million dollars in sales in those eight months with a staggering 21-day time to close and a 75% close rate.

You can truly revolutionize your team's approach to work and deliver exceptional sales results with the Amethyst Methodology.

Conclusion

So, there you have it: the Amethyst methodology for stone fabrication sales.

A - Assess the Sales Team

M - Motivate the Sales Team

E - Enhance the Process

T - Train On Tech & Process

H - Hone Their Skills

Y - Your Individual Goals

S - Sales Filled Pipeline

T - Transform Your Sales Team

Interested in learning more and seeing how you can transform your team to grow your business dramatically? You can see up for a free analysis using the Amethyst Method. We'll show you how it works and where you can improve.