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# SALES STUDY GUIDE

## Dumpster Stormwater, Organics & Infrastructure Prevention System

### Audience:

Sales reps, account managers, business development, partnerships, city-facing staff

### Purpose:

Teach sales professionals **how to think, speak, and act** inside this system — without turning it into enforcement, fear-selling, or vendor behavior.

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## PAGE 1 — THE SALES ROLE (THIS IS NOT TRADITIONAL SALES)

Your role is **not to sell a product**.

Your role is to:

- explain documented risk
- translate inspection data
- help stakeholders understand options
- maintain trust with cities and property owners

You are not:

- an enforcer
- a regulator
- a compliance officer
- a pressure salesperson

You are a **clarity provider**.

“If they understand the risk, they will decide.”

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## PAGE 2 — WHY THIS SALES MODEL IS DIFFERENT

Traditional sales relies on:

- urgency
- fear
- persuasion
- closing tactics

This system relies on:

- documentation
- visibility
- neutrality
- trust

Pressure breaks this model.

Clarity strengthens it.

If you sound like:

- enforcement → cities shut down
- a vendor → procurement shuts down
- a scare tactic → property owners shut down

Your tone matters more than your words.

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## PAGE 3 — WHAT YOU ARE ACTUALLY SELLING

You are **not** selling dumpsters, steel, roofs, or kits.

You are selling:

- visibility
- defensible documentation
- reduced repeat risk
- infrastructure as prevention
- funding pathways that avoid enforcement

Your “product” is a **decision-support system**.

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## PAGE 4 — THE DATA COMES FIRST (ALWAYS)

Every conversation starts with:

- photos
- distance
- exposure
- gallons
- patterns

Never start with:

- pricing
- solutions
- sponsorship
- upgrades

Data creates understanding.  
Understanding creates movement.

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## PAGE 5 — LANGUAGE RULES (NON-NEGOTIABLE)

Never say:

- violation
- illegal
- non-compliant
- fine
- citation
- enforcement

Always say:

- observed
- documented
- exposure
- pathway
- risk

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- prevention

Language determines trust.

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## PAGE 6 — HOW TO PRESENT RISK WITHOUT FEAR

Risk is not a threat.

Risk is:

- exposure to rain
- proximity to storm drains
- clear runoff pathways

You are explaining **possibility**, not guilt.

“This isn’t about what’s happening every day — it’s about what happens when conditions line up.”

That sentence matters.

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## PAGE 7 — CITY VS PROPERTY VS SPONSOR (DIFFERENT FRAMES)

**Cities care about:**

- workload reduction
- good-faith effort
- defensible documentation
- prevention over enforcement
- public optics

**Property owners care about:**

- clarity
- cost predictability
- avoiding escalation
- not being blamed

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## Sponsors care about:

- visible impact
- credibility
- measurable outcomes
- community alignment

Same system.  
Different lens.

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## PAGE 8 — ADOPT-A-DUMPSTER™ (HOW TO POSITION IT)

Adopt-A-Dumpster™ is **not a donation**.

It is:

- targeted infrastructure funding
- tied to real locations
- documented with before/after data
- visible on-site and on dashboards

Never pitch it as charity.

Pitch it as:

“Funding prevention where it matters.”

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## PAGE 9 — OBJECTIONS ARE SIGNALS, NOT BLOCKS

Objections usually mean:

- fear of cost
- fear of responsibility
- fear of enforcement
- fear of procurement

Your response is never to argue.

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Your response is to return to:

- documentation
- neutrality
- choice

“This inspection doesn’t force action. It creates options.”

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## **PAGE 10 — HOW CLOSING WORKS HERE**

Closing is not convincing.

Closing is helping someone decide:

- now
- later
- or not at all

All three outcomes are acceptable.

A calm “no” today is better than a pressured “yes”.

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## **PAGE 11 — FOLLOW-UP WITHOUT CHASING**

Follow-up exists to:

- provide clarity
- organize information
- support internal review

Never follow up to “check in.”

Always follow up with:

- value
- documentation
- patience

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Silence is not rejection.  
Silence is usually bandwidth.

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## PAGE 12 — WHAT PROTECTS YOU AS SALES

You are protected when:

- you stick to the data
- you avoid enforcement language
- you don't promise outcomes
- you don't interpret law

If a question feels legal, regulatory, or enforcement-related:

“This program documents conditions. Cities decide how they act on documentation.”

That sentence keeps you safe.

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## PAGE 13 — SALES ETHICS & LONG-TERM TRUST

This system only works if:

- cities trust it
- inspectors trust it
- property owners trust it

Short-term pressure destroys long-term scale.

Your reputation is part of the product.

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## PAGE 14 — SALES CERTIFICATION EXPECTATION

Certified sales professionals agree to:

- follow approved language
- respect non-enforcement boundaries

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- avoid fear-based selling
- prioritize clarity over closing



Certification is a privilege — not a quota.

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## **PAGE 15 — FINAL SALES TAKEAWAY**

If you remember nothing else, remember this:

“We don’t sell fixes.  
We explain risk.  
Fixes follow clarity.”

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