THE COMPLETE GUIDE TO MODERN POOL SALES

Modern *Selling* for Pool Builders

How to Create a Better Buying Experience That Helps Homeowners Choose You - Even at Higher Prices

38+	16	9	6
YEARS INDUSTRY EXPERIENCE	CHAPTERS & FRAMEWORKS	STAGE CLEARPATH SYSTEM	CORE SELLING PRINCIPLES

TG

By Todd Gregorcic

Co-Founder, CyberFunnels | 38+ Years Pool Industry Veteran

cyberfunnels.com

CyberFunnels
MARKETING. SALES. OPERATIONS. EXIT.

TABLE OF

Contents

FOREWORD

The Shift From Selling Pools to Guiding Decisions 02

INTRODUCTION

Why Most Pool Builders Are Stuck Competing on Price 04

- The Modern Homeowner Has Changed
- Why Most Builders Look the Same
- The Hidden Opportunity Most Builders Are Missing

PART 1 - THE MODERN BUYER HAS CHANGED

Chapter 1 - The Death of Traditional Selling 07

- Why Pressure-Based Selling Is Failing
- The Rise of the Pre-Researched Homeowner
- Internal Decision Triggers vs. External Pressure

Chapter 2 - How Homeowners Actually Make Decisions 09

- Why Pools Are Emotional Purchases
- The Three Core Emotional Drivers
- Why Confidence Reduces Price Resistance

Chapter 3 - The Three Types of Pool Buyers 11

- NOW Buyers
- FUTURE Buyers
- POTENTIAL Buyers
- Why Most Builders Ignore Two-Thirds of the Market

PART 2 - THE PSYCHOLOGY OF INFLUENCE

Chapter 4 - Influence vs. Persuasion 14

- Why Influence Is More Powerful Than Selling
- Why Demonstration Beats Explanation

Chapter 5 - Pattern Interrupts, Activators & Attention 15

- How Modern Marketing Captures Attention
- Why Most Pool Advertising Fails

Chapter 6 - Emotional Drivers & Hot Buttons 17

- Fear, Aspiration, Identity & Lifestyle
- Why Good Marketing Attracts AND Repels

Chapter 7 - Engagement Creates Momentum 19

- The Psychology of Cumulative Learning
- Why Sequenced Communication Matters

PART 3 - THE CLEARPATH CUSTOMER BUYING EXPERIENCE

Chapter 8 - What Is the ClearPath Customer Buying Experience? 22

- The Core Philosophy
- Why the Experience Becomes the Differentiator
- Helping Homeowners Convince Themselves

Chapter 9 - How ClearPath Works 24

- Stage 1 — Speed-to-Lead & First Impressions
- Stage 2 — Educational Trust Building
- Stage 3 — Pricing & Selection Clarity
- Stage 4 — The Online Designer Interview
- Stage 5 — Pre-Meeting Conditioning
- Stage 6 — Interactive In-Home Presentations
- Stage 7 — Design, Budget & Fast-Mover Credits
- Stage 8 — Credit Stack Strategy
- Stage 9 — Post-Sale Nurturing & Advocacy

TABLE OF

Contents

PART 4 - HOW AI & DIGITAL TWINS ARE CHANGING SALES

Chapter 10 – AI Does Not Replace Your Sales Team *38*

- Enhancing Consistency & Communication
- Reducing Repetition & Sales Fatigue
- Why Human Relationships Still Matter

Chapter 11 – The Rise of the Designer Digital Twin *39*

- Using AI & Avatar Technology to Build Trust
- The Psychology of Familiarity & Recognition
- How Repetition Builds Authority

PART 5 - WHY CLEARPATH MAKES SALESPEOPLE BETTER

Chapter 12 – ClearPath Makes Salespeople Better *41*

- More Productive Meetings
- Better-Prepared Homeowners
- More Productive Meetings
- Reduced Sales Fatigue

Chapter 13 – The Operational Advantage *42*

- Why Better Experiences Create Better Projectsz
- Better Customers, Better Outcomes
- Smoother Communication & Higher Profitability

PART 6 - THE COMPLETE CYBERFUNNELS SYSTEM

Chapter 14 – The Three-Stage Operating System *44*

- Stage 1 - Integrated Marketing
- Stage 2 - ClearPath Buying Experience
- Stage 3 - Workforce Management / JobTread

Chapter 15 – Strategic vs. Tactical Marketing *46*

- Why Most Builders Waste Marketing Money
- Tactical Chaos vs. Strategic Alignment
- The Power of Unified Customer Journeys

Chapter 16 – The Future of Pool Sales *47*

- The Builders Who Will Win
- The Builders Who Will Struggle
- Why the Future Belongs to Builders Who Guide

Behind the Book *48*

The Shift From Selling Pools to *Guiding Decisions*

For decades, pool builders relied on a relatively straightforward sales model.

Generate a lead. Schedule an appointment. Present the design.
Give pricing. Try to close the deal.

That world no longer exists.

Today's homeowner has access to virtually unlimited information before ever speaking with a builder. They've watched videos, compared companies, researched equipment, explored Pinterest and Instagram, looked at pricing discussions online, and often spoken with multiple contractors before your first interaction even begins. The modern customer is no longer looking for more information.

They are looking for clarity.
They are looking for confidence.

And most importantly, they are looking for a company that helps simplify a process that often feels overwhelming, confusing, and risky.

This changes everything.

The companies that continue relying on traditional pressure-based sales methods will increasingly struggle with:

- ✓ Attract ideal customers
- ✓ Repel bad-fit prospects
- ✓ Filter out price shoppers
- ✓ Eliminate time wasters
- ✓ Pre-condition expectations

The future of pool sales is no longer about convincing homeowners. It is about helping homeowners convince themselves. That is the foundation of the ClearPath Customer Buying Experience.

INTRODUCTION

Why Most Pool Builders Are *Stuck Competing on Price*

Most pool builders today are facing the same frustrating reality:

- ✓ Attract ideal customers
- ✓ Repel bad-fit prospects
- ✓ Filter out price shoppers
- ✓ Eliminate time wasters
- ✓ Pre-condition expectations

The natural reaction is predictable.
Builders spend more money on advertising.

They lower pricing. They chase more leads.
They take whatever projects they can get.

But this creates a dangerous cycle.

A race to the bottom.
The problem is not always craftsmanship.
The problem is not always lead generation.
And surprisingly, the problem is often not even pricing.
The real issue is that from the homeowner's perspective, most builders look and sound the same.

The websites feel similar. The sales presentations feel similar.
The promises sound identical. The proposals blur together.

So when homeowners cannot clearly identify meaningful differences between companies, they default to the easiest thing to compare:

Price.

This is one of the biggest hidden problems in the modern pool industry.

The Modern Homeowner Is Overwhelmed

The internet created an interesting paradox.
Homeowners have access to more information than ever before… yet many are more confused than ever.

They are flooded with:

- Conflicting opinions
- YouTube "experts"
- Equipment comparisons
- Social media inspiration
- Endless design ideas
- Online pricing debates
- Builder reviews

By the time they contact your company, they are already trying to make sense of a chaotic amount of information.

What they are really searching for is not another salesperson.

They are searching for:

- ✓ Guidance
- ✓ Clarity
- ✓ A trusted advisor
- ✓ Confidence
- ✓ Simplicity
- ✓ Organization

They want someone who can help them:

- ✓ Avoid costly mistakes
- ✓ Understand realistic budgets
- ✓ Organize decisions
- ✓ Reduce uncertainty
- ✓ Feel emotionally safe moving forward

The builders who understand this shift are beginning to dominate their markets.

The Hidden Opportunity Most Builders Are Missing

Right now, most pool companies are still operating with outdated sales models built around:

- ✓ Pitching
- ✓ Explaining
- ✓ Persuading
- ✓ Reacting
- ✓ Chasing leads

Very few companies have intentionally designed a modern buying experience.

And that creates a rare window of opportunity.
Because the first builder in a market to create a truly structured, guided, professional customer journey often becomes the standard homeowners use to evaluate every other competitor.

That is the power of experience-based differentiation.

Not saying you're different.
Demonstrating it.



The Modern *Buyer* Has Changed

The homeowner arriving at your door today is not the same person your business was built to serve. They arrive pre-researched, emotionally cautious, and already halfway through their decision — before you've said a word.

CHAPTER 1

The Death of *Traditional Selling*

Most pool builders today are facing the same frustrating reality:

For decades, contractors operated in a world of information scarcity.

The salesperson controlled the information. The builder controlled the process. The homeowner depended on the contractor for guidance.
In that environment, traditional selling worked reasonably well.

But today's homeowner has near unlimited access to information before ever speaking with your company.

They arrive:

- Pre-researched
- Comparison-oriented
- Equipment comparisons
- Pre-conditioned
- Skeptical
- Emotionally cautious

In many cases, they are already halfway through their decision-making journey before your first interaction ever occurs. This has fundamentally changed the role of the salesperson.

The modern homeowner does not want:

- ✓ Pressure
- ✓ Long presentations
- ✓ Rehearsed pitches
- ✓ Pushy sales tactics
- ✓ Generic claims

They want:

- ✓ Clarity
- ✓ Insight
- ✓ Simplicity
- ✓ Transparency
- ✓ Simplicity
- ✓ Confidence

The traditional "tell-and-sell" model is collapsing because modern buyers instinctively resist persuasion. The harder someone feels sold, the more psychological resistance increases.

This is why so many sales conversations today feel exhausting for both the homeowner and the salesperson.

CHAPTER 1 — THE DEATH OF TRADITIONAL SELLING

The New Goal Is Not Persuasion

Modern selling is no longer about forcing external pressure.

It is about creating internal certainty.

That is a completely different process.

The companies winning today are not asking:
"How do we close harder?"

They are asking:
"How do we create a better way for customers to buy?"

That shift changes everything.

Instead of pushing decisions, you guide decisions.
Instead of overcoming objections, you reduce uncertainty.

Instead of creating pressure, you create momentum.
And when homeowners feel emotionally certain, the decision begins feeling natural instead of stressful.



CHAPTER 2

How Homeowners *Actually Make Decisions*

One of the biggest mistakes contractors make is assuming customers buy logically.
They do not.

Especially with high-ticket emotional purchases like swimming pools. Homeowners justify purchases logically after deciding emotionally.

That distinction matters enormously.

People are not simply buying:

- Concrete
- Plumbing
- Tile
- Lighting
- Pumps
- Automation

They are buying:

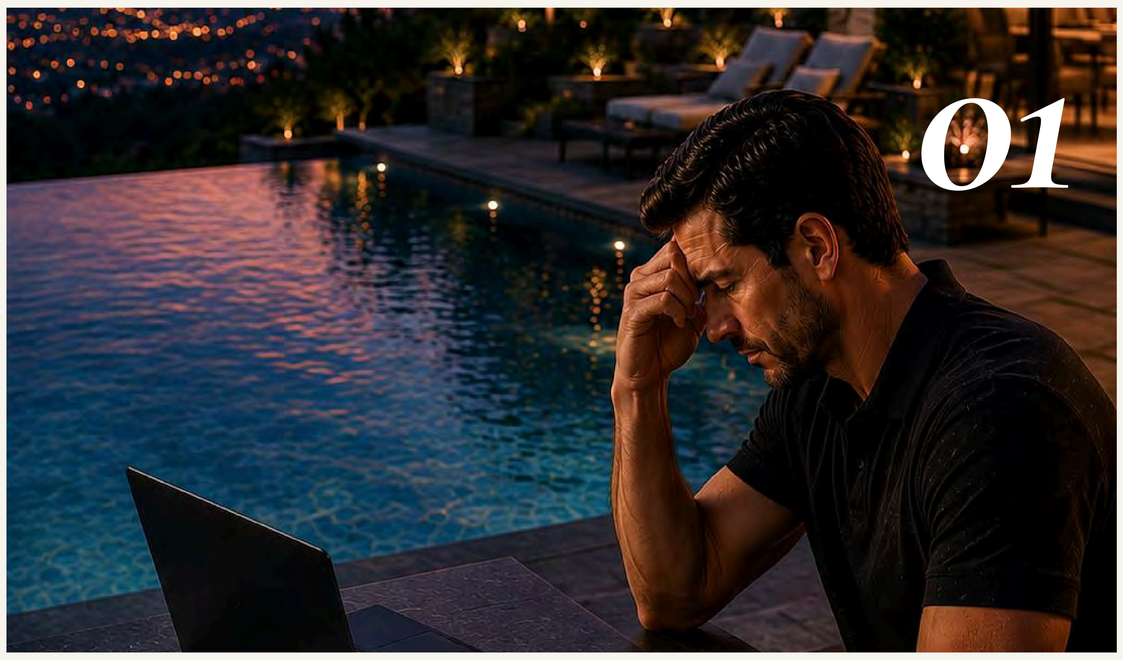
- ✓ Family memories
- ✓ Connection
- ✓ Relaxation
- ✓ Pride
- ✓ Lifestyle
- ✓ Entertainment
- ✓ Escape
- ✓ Transformation

This is why technical presentations alone rarely create emotional commitment.

Features explain.
Emotion motivates.

The Three Core Emotional Drivers Behind Pool Purchases

While every homeowner is unique, most pool buyers are driven by three dominant emotional concerns.



Risk Avoidance

The homeowner wants to avoid making a costly mistake.

They are:

- Meeting with builders
- Comparing companies
- Seeking immediate solutions
- Gathering pricing
- Planning timelines

This is why trust becomes such a dominant factor. The homeowner is not simply evaluating who can build the pool. They are evaluating who feels safest to trust.



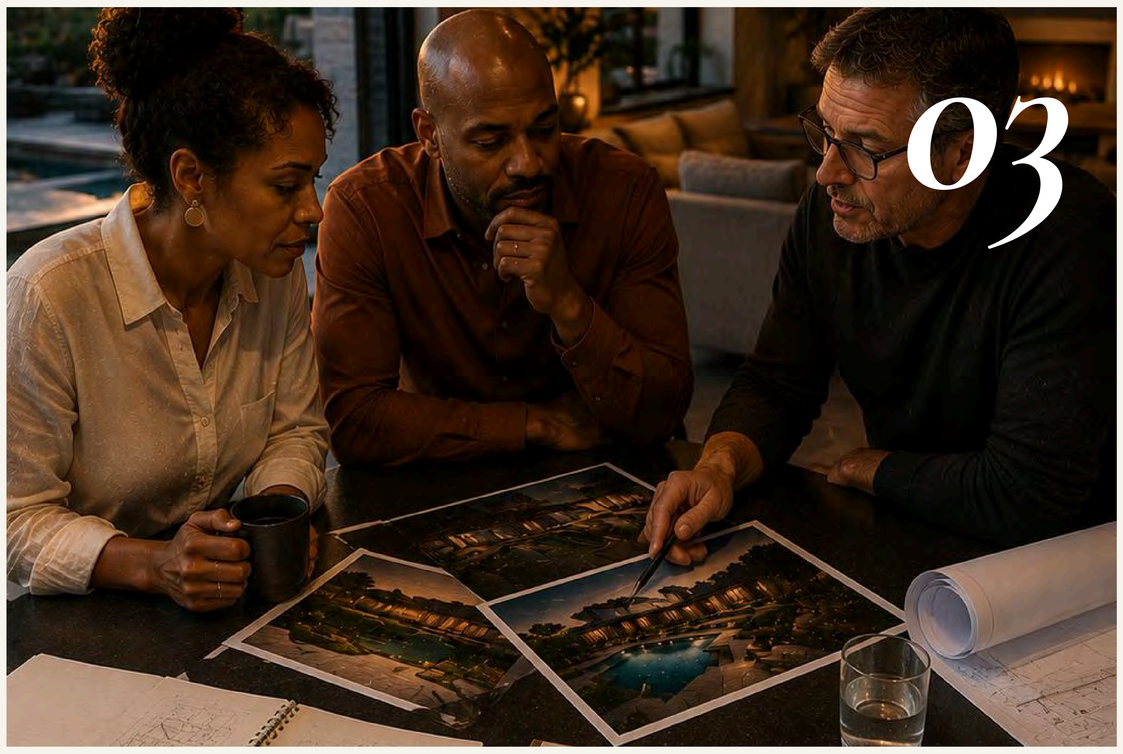
“Can I Actually Afford This?”

Budget uncertainty creates hesitation.

Many homeowners avoid contacting builders altogether because they are afraid:

- The project may be unrealistic
- Pricing will feel uncomfortable
- They may get pressured into decisions

This is why early pricing clarity is so important. When homeowners understand ranges, options, and tradeoffs early, fear decreases dramatically.



“I Don’t Want Salespeople In My House.”

This emotional driver is massively underestimated.

Many homeowners delay contacting builders because they fear:

- Being pressured
- Awkward sales situations
- Wasting time
- Aggressive closing tactics

That is why modern buying experiences reduce friction first. The goal is not to trap homeowners into meetings. The goal is to create enough comfort and confidence that they willingly move forward.

CHAPTER 3

The Three Types *of Pool Buyers*

One of the biggest strategic mistakes pool builders make is designing all of their marketing exclusively for people ready to buy right now.

That ignores a massive portion of the market. There are actually three major buyer categories.

NOW Buyers

1

These homeowners are actively researching and planning.

They are:

- Meeting with builders
- Comparing companies
- Seeking immediate solutions
- Gathering pricing
- Planning timelines

These are the easiest buyers to identify because they are already raising their hands. But they are also the most competitive buyers because every builder is chasing them.

FUTURE Buyers

2

These homeowners are emotionally interested but not ready yet.

They may be:

- Watching backyard videos
- Saving Pinterest ideas
- Discussing future plans
- Dreaming about upgrades
- Waiting financially
- Exploring possibilities

Most builders completely ignore these people.
That is a mistake. Because future buyers often decide which companies they trust long before they formally enter the market.

POTENTIAL Buyers

3

These are homeowners with real emotional problems a pool could solve — but they do not yet associate the solution with a swimming pool.

Examples include:

- Kids spending too much time on screens
- Families disconnected
- Empty backyards
- Excessive travel spending
- Desire for more family time
- Major life transitions

These homeowners are often invisible to traditional pool advertising. Yet they represent enormous opportunity.
The companies that learn how to emotionally connect pool ownership to deeper lifestyle outcomes create entirely new demand instead of merely competing for existing demand.



— BEGINNING OF PART TWO

The *Psychology of* Influence

Modern selling systems are based on influence — not persuasion. This is one of the most important shifts happening in business today.

CHAPTER 4

Influence vs. *Persuasion*

Modern selling systems are based o
influence — not persuasion. This is
one of the most important shifts
happening in business today.

Persuasion pushes.
Influence attracts.
Persuasion creates resistance.

Influence creates alignment.
Persuasion tries to force decisions
externally.

Influence shapes internal belief
systems.

That distinction is critical.
Because people defend decisions th
discover themselves.

The Three Ways Influence Happens

There are only three ways influence truly occurs.

What You Say About Yourself — 1

This is the least powerful form of influence.

Examples:

- "We're the best."
- "Highest quality."
- "Best service."
- "Family owned."

These claims are weak because every competitor says similar things.

What Others Say About You — 2

This is stronger.

Examples:

- Reviews
- Testimonials
- Referrals
- Case studies
- Reputation

Social proof matters because humans naturally look to others when uncertain. But there is still something even more powerful.

What You Demonstrate — 3

Demonstration creates belief faster than explanation.
This is where the ClearPath Customer Buying Experience becomes so powerful.

Instead of merely saying:
"We're organized..."

The homeowner experiences organization.

Instead of saying:
"We communicate well..."

The homeowner experiences communication.

Instead of claiming:
"We're different..."

The entire buying experience demonstrates difference.

CHAPTER 5

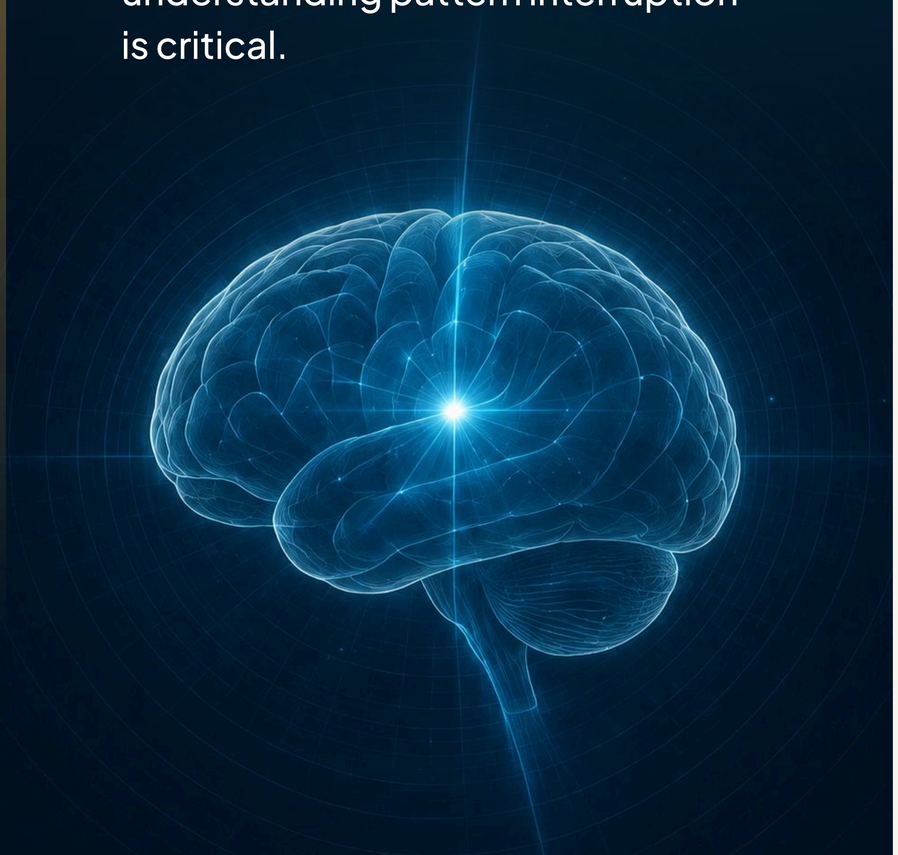
Pattern Interrupts, *Activators & Attention*

One of the biggest challenges in modern marketing is not access to people. It is capturing attention long enough for engagement to begin.

Today's homeowner is flooded with:

- Ads
- Emails
- Social Media
- Notifications
- Videos
- News
- Sales Messages
- Competing Offers

Most marketing gets ignored because it blends into the background noise. This is why understanding pattern interruption is critical.



The Science of Activators

Your brain uses a built-in filter called the Reticular Activating System (RAS) to decide what deserves attention and what gets ignored.
Most people operate in Alpha Mode (autopilot). An activator instantly shifts the brain into Beta Mode—where people become focused, engaged, and receptive.

There are only three activators that consistently capture attention.

Familiar Activators — 1

Things people instantly recognize or emotionally relate to.

Examples:

- Family
- Backyard
- Trusted Brands
- Summer
- Home
- Children
- Their Name
- Vacation

Creates immediate recognition and trust.

Unusual Activators — 2

Unexpected ideas or messages that interrupt routine thinking.

Examples:

- "The Pool Buying Experience Is Broken."
- "Stop Selling Pools."
- "Why Most Pool Builders Lose Jobs They Should Win."
- Unexpected visuals
- Surprising statistics

Creates curiosity because it breaks expectations.

Problematic Activators — 3

Messages tied to frustrations, fears, risks, or pain points.

Examples:

- Budget uncertainty
- Choosing the wrong builder
- Poor communication
- Long construction delays
- Hidden costs
- Buyer's remorse

Creates urgency because the brain naturally seeks solutions.

THE MARKETING LESSON

People may see your marketing without ever processing it.

Every successful campaign intentionally uses Familiar, Unusual, or Problematic Activators to interrupt autopilot, earn attention, and begin engagement.

Attention always comes before influence, trust, and action.

CHAPTER 5 — PATTERN INTERRUPTS, ACTIVATORS & ATTENTION

Why Most Pool Advertising Fails

Most contractor advertising is built around generic platitudes.

Examples:

- “Highest Quality”
- “Best Service”
- “Family Owned”
- “Trusted Since 1998”

The problem is not that these things are false. The problem is that they create no emotional distinction.

They are the empty calories of marketing.
They sound identical to what competitors say.

And when messaging feels interchangeable, homeowners default to comparing price.

The companies winning today are creating messaging built around:

- ✓ Emotional relevance
- ✓ Lifestyle outcomes
- ✓ Risk reduction
- ✓ Curiosity
- ✓ Problem-solving
- ✓ Self-identificationt

That is what creates engagement.



CHAPTER 6

Emotional Drivers & *Hot Buttons*

After attention is captured, the next objective is attraction.
This is where emotional relevance becomes critical.

People pay attention to things connected to:

- Their fears
- Their aspirations
- Their desires
- Their dreams
- Their frustrations
- Their identity
- Their insecurities

These emotional triggers are commonly referred to as hot buttons.

Hot buttons are not manipulation.
They are simply emotional truths already existing in the prospect's mind.

The most effective marketing does not create emotion.
It identifies and aligns with existing emotion.

Pool Buyers Are Buying Identity

One of the biggest mistakes pool builders make is focusing too heavily on construction details instead of emotional transformation.

Most homeowners are not dreaming about:

- Plumbing systems
- Equipment specs
- Gunite strength
- Tile brands

They are imagining:

- ✓ Kids laughing in the backyard
- ✓ Family gatherings
- ✓ Summer evenings
- ✓ Relaxation after work
- ✓ Entertaining friends
- ✓ Feeling proud of their home

They are imagining a different life experience.
That emotional vision is what creates momentum.

CHAPTER 6 — THE DEATH OF TRADITIONAL SELLING

Good Marketing Attracts AND Repels

One of the smartest things a company can do is intentionally repel poor-fit prospects.

Most builders fear this concept.

But trying to appeal to everyone creates weak positioning.

Modern marketing should:

- Attract ideal customers
- Repel bad-fit prospects
- Filter out price shoppers
- Eliminate time wasters
- Pre-condition expectations

This improves:

- ✓ Close rates
- ✓ Profitability
- ✓ Team morale
- ✓ Customer quality
- ✓ Operational efficiency

The goal is not more conversations.
The goal is better conversations.



CHAPTER 7

Engagement *Creates Momentum*

Getting a lead is only the first step. Keeping a prospect engaged throughout their buying journey is what builds trust, confidence, and strong buying momentum.

Modern buyers don't want a sales pitch—they want a guide who understands what matters most to them.

Engagement happens when the experience feels personal, helpful, and effortless.



ENGAGEMENT TODAY

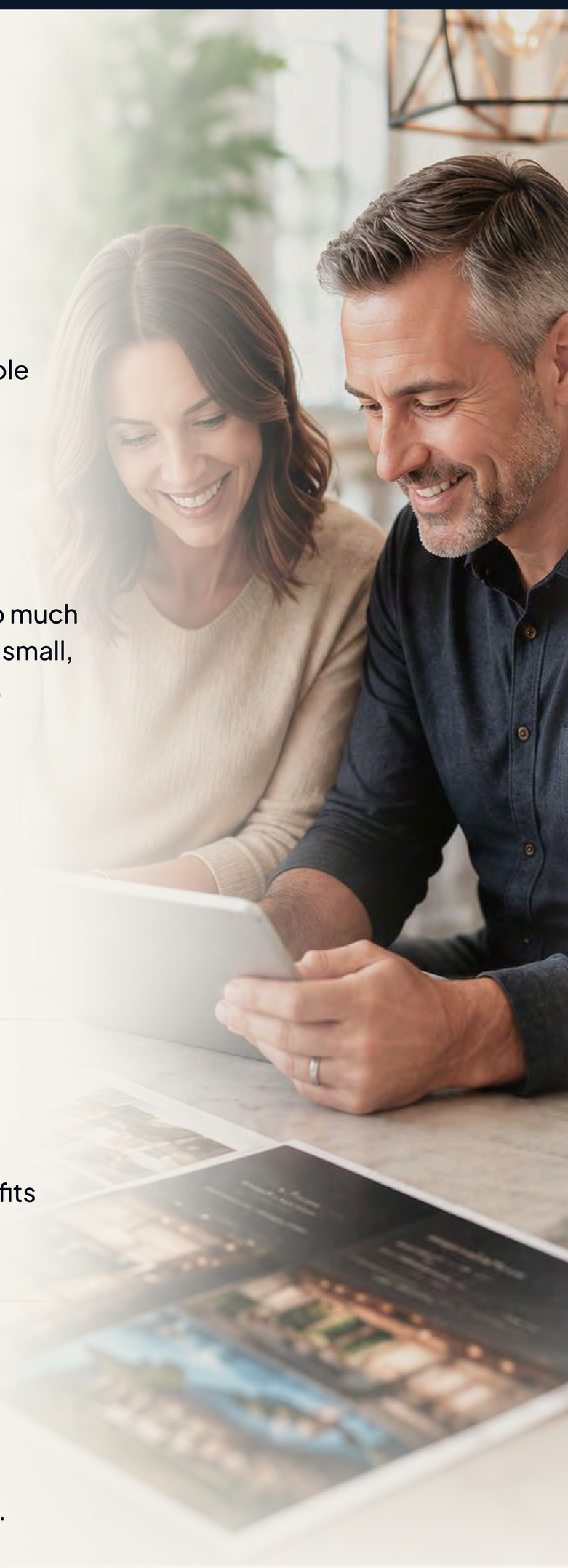
is the momentum that becomes a decision tomorrow.

THE THREE KEYS TO

Keeping Prospects *Engaged*

The CyberFunnels System is built around a simple principle: **The buying experience should feel effortless.**

Instead of overwhelming homeowners with too much information, we guide them through a series of small, meaningful learning moments that build clarity, confidence, and excitement over time.



It's about them, not you.

We focus on their questions, concerns, goals, and dreams.

It's easy to consume, not hard to understand.

Short, visual, and simple content fits today's busy lifestyle.

It's delivered at the right time, not all at once.

Content is released in logical chapters that build on each other.

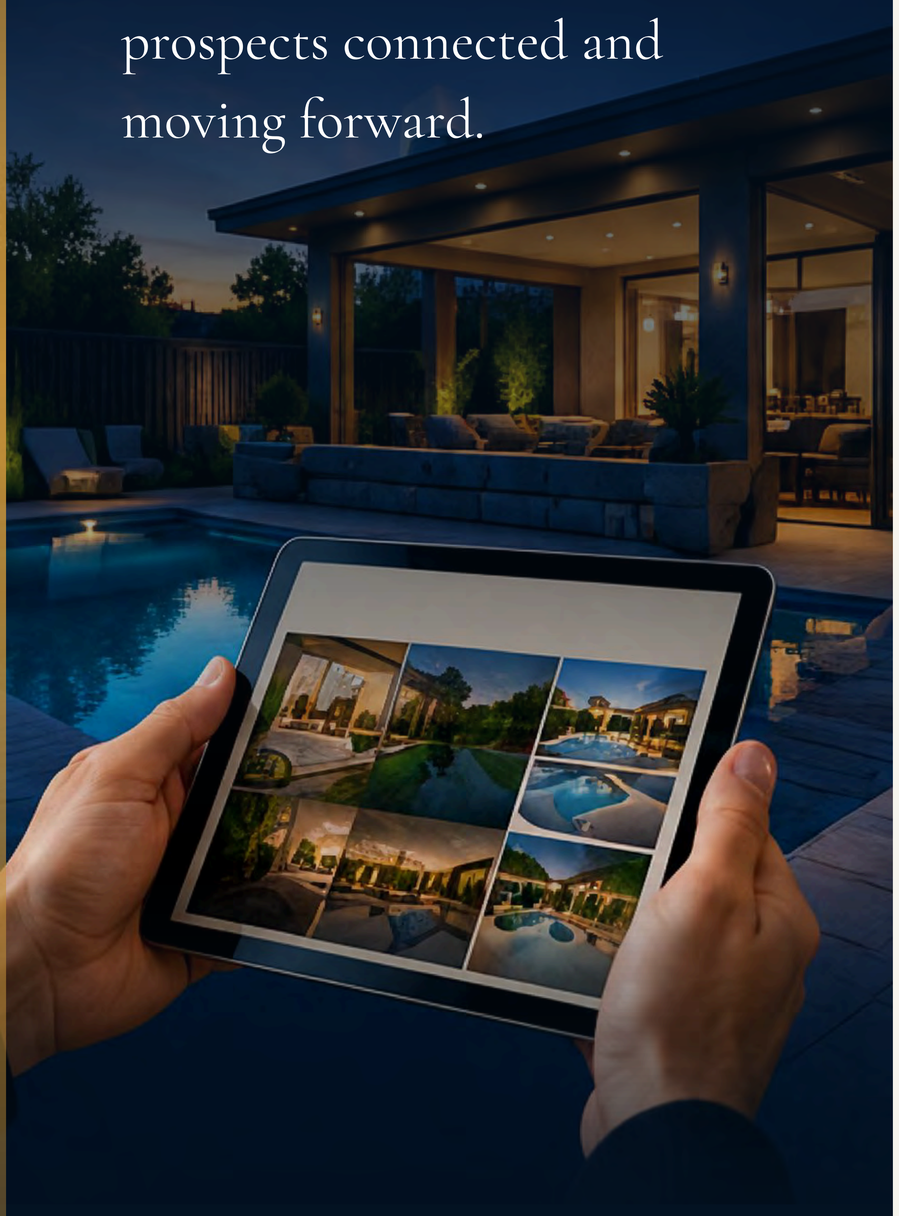
The result:

A buying experience that feels organized, personalized, and effortless—and leads to more confident decisions.

CHAPTER 7

The Three Factors Required for *Sustained Engagement*

Engagement doesn't happen by accident. It's built on three essential factors that work together to keep prospects connected and moving forward.



1 Client-Centric Content

Stop talking about your company and start talking about your customer's questions, concerns, goals, and dreams.

Homeowners care less about how great you are and more about whether you understand them.

The most effective content educates, reassures, and helps them make better decisions.

2 Easy-to-Consume Content

Modern homeowners prefer content that is quick, visual, and easy to absorb.

Short videos, simple graphics, interactive tools, and concise guides outperform long presentations and information overload.

Your content should match today's buying habits by making learning enjoyable rather than work.

3 Cumulative Learning

Deliver the right content at the right time in the buying journey.

Don't explain everything in the first meeting.
Instead, reveal information in logical, bite-sized chapters that build upon one another.

Each interaction prepares the prospect for the next, creating a natural storytelling engine that keeps them engaged, reduces confusion, and increases confidence.

When these three factors

work together, prospects stay engaged, confident, and ready to take the next step.

This is the power of engagement.

A thoughtful experience creates trust today and a stronger decision tomorrow.



The *ClearPath Customer* Buying Experience

The ClearPath Customer Buying Experience is a structured, guided system designed to help homeowners move from uncertainty to confidence.

CHAPTER 8

What Is the ClearPath *Customer Buying Experience?*

The ClearPath Customer Buying Experience is a structured, guided system designed to help homeowners move from uncertainty to confidence.

It is fundamentally different from traditional contractor sales processes because it focuses on:

- Concrete
- Plumbing
- Tile
- Lighting
- Pumps
- Automation

Instead of relying heavily on:

- Personality-driven sales
- Pressure-based closing
- Long presentations
- Inconsistent communication

> *ClearPath creates a milestone-based journey that systematically builds trust and confidence over time.*

Why the Experience Becomes the Differentiator

Most builders attempt to differentiate through:

- Claims
- Awards
- Equipment
- Features
- Pricing
- Design style

But modern homeowners increasingly differentiate companies based on how the process feels.

A company with:

- Better communication
- Better preparation
- Better education
- Better organization
- Better structure

Often feels safer and more trustworthy — even before construction begins.

This is why experience becomes such a powerful differentiator.

The homeowner is not just evaluating:

"Can they build the pool?"

They are evaluating:

"What will it feel like to work with this company?"

That emotional perception influences everything.

CHAPTER 8

What Is the ClearPath *Customer Buying Experience?*

The ClearPath Customer Buying Experience is a structured, guided system designed to help homeowners move from uncertainty to confidence

What If the Buying Experience Was the Sales Tool?

This is one of the most important concepts in the entire book. What if you stopped trying to convince homeowners you were different…

And instead created a buying experience that demonstrated it automatically?

Imagine a homeowner experiencing:

- ✓ Immediate responses
- ✓ Professional videos
- ✓ Guided milestones
- ✓ Educational tools
- ✓ Organized communication
- ✓ Transparent pricing discussions
- ✓ Personalized preparation

Now compare that to the traditional contractor experience:

- Delayed callbacks
- Generic emails
- Unstructured meetings
- Confusing proposals
- Inconsistent follow-up

The difference becomes obvious without saying a word.
That is the true power of ClearPath.

CHAPTER 9

How ClearPath Works *Step-by-Step*

The ClearPath Customer Buying Experience is designed around the psychology of modern decision-making.

Each stage intentionally reduces uncertainty while increasing trust, engagement, and emotional certainty.

The process is not random. It is engineered.

STAGE 1
Speed-to-Lead & First Impressions

STAGE 2
Educational Trust Building

STAGE 3
Pricing & Selection Clarity

STAGE 4
The Online Designer Interview

STAGE 5
Pre-Meeting Conditioning

STAGE 6
Interactive In-Home Presentations

STAGE 7
Design & Budget Reveal

STAGE 8
Credit Stack Strategy

STAGE 9
Post-Sale Nurturing & Advocacy

STAGE 1

1 Speed-to-Lead & First Impressions

The process begins the moment a new lead enters the system.

Most builders dramatically underestimate the importance of first response timing.
Modern homeowners expect immediate communication.

If someone submits a form online and hears nothing for hours — or worse, days — uncertainty begins immediately.

Questions start forming:

- "Are they organized?"
- "Will communication always feel like this?"
- "Maybe they're too busy."
- "Maybe I should contact someone else."

ClearPath eliminates this problem through automated speed-to-lead systems.

The homeowner immediately receives:

- ✓ A personalized response
- ✓ Text confirmation
- ✓ Email communication
- ✓ Educational next steps
- ✓ Video introduction
- ✓ Booking options

This creates immediate momentum.

Why First Impressions Matter So Much

The first interaction emotionally frames the entire relationship.

What if you stopped trying to convince homeowners you were different…

And instead created a buying experience that demonstrated it automatically?

A company that responds quickly feels:

- ✓ Organized
- ✓ Professional
- ✓ Modern
- ✓ Reliable
- ✓ Attentive

Before the competitor even returns the call, the homeowner is already engaging with your process. That creates a major psychological advantage.

STAGE 2

2 Educational Trust Building

One of the most powerful tools inside ClearPath is educational positioning. Instead of aggressively selling, the system begins helping.

This usually starts with:

- The Ultimate Pool Planning Guide
- Budget education
- Industry insights
- Contractor comparison tools
- Decision-making frameworks

This dramatically changes the emotional dynamic.

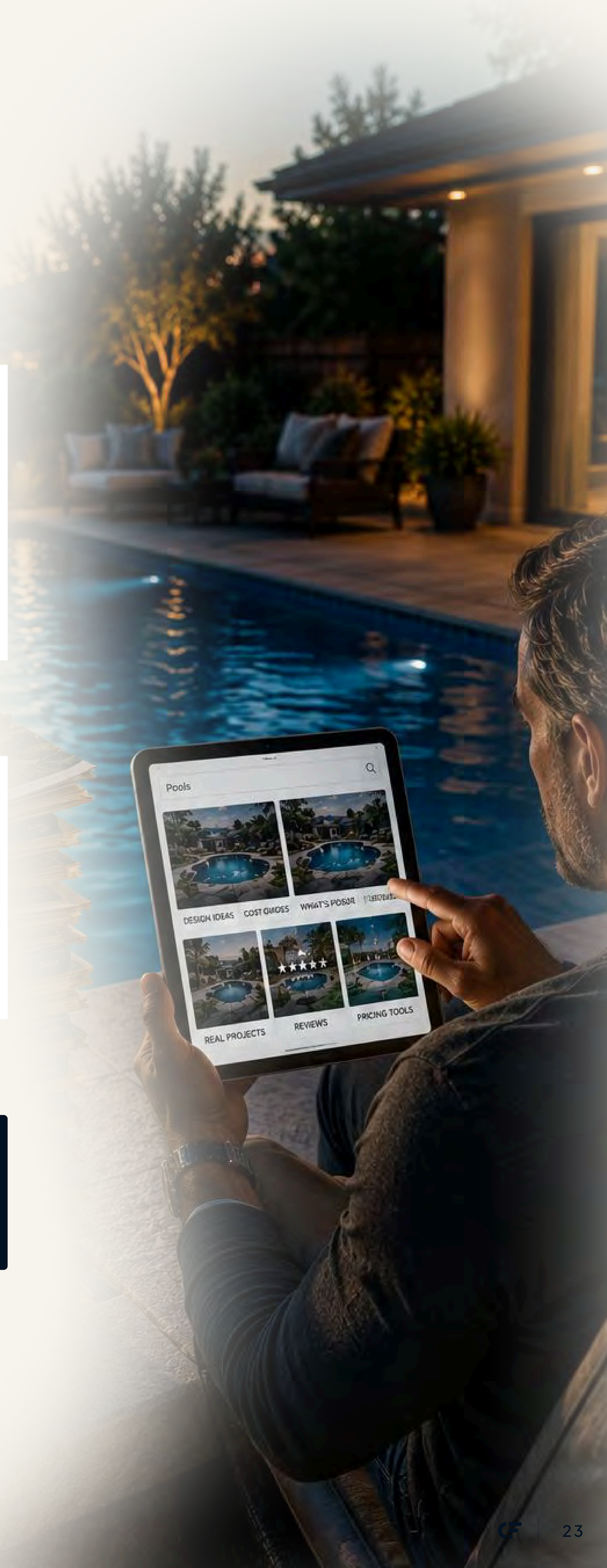
Instead of feeling "sold," the homeowner feels:

- ✓ Guided
- ✓ Prepared
- ✓ Informed
- ✓ Protected

That creates reciprocity.

The homeowner subconsciously begins thinking:
"These people are already helping me before I've even hired them."

Trust begins forming before the first major sales conversation ever occurs.



STAGE 3

3 Pricing & Selection Clarity

One of the biggest causes of homeowner hesitation is financial uncertainty.

Many people are emotionally interested in building a pool but terrified:

- It may be unaffordable
- They may waste time
- They may experience sticker shock
- They may get emotionally attached to unrealistic ideas

Traditional builders often avoid pricing conversations early.

That is a mistake.

ClearPath introduces pricing education gradually and strategically.

This may include:

- ✓ VisionBooks
- ✓ Interactive pricing tools
- ✓ Good / Better / Best options
- ✓ Budget examples
- ✓ Feature comparisons
- ✓ Transparent upgrade pathways

This creates:

- ✓ Better alignment
- ✓ Reduced surprise
- ✓ More qualified opportunities
- ✓ Faster decision-making

Most importantly, it reduces emotional fear.



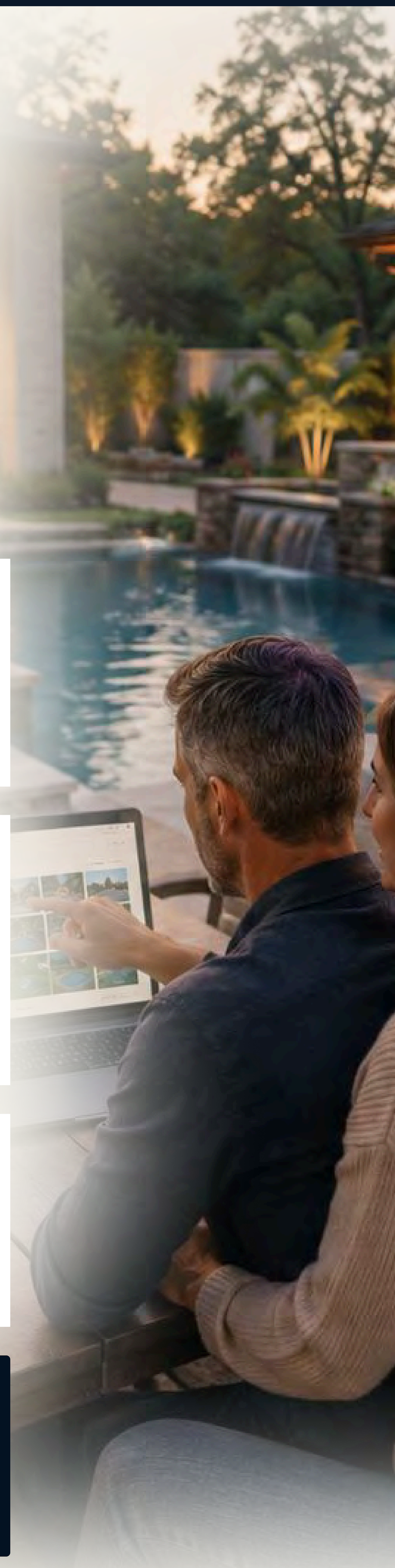
STAGE 4

4 Designer Interview & VisionBook

Building Buying Momentum Before the In-Home Visit

Adding a Designer Interview and VisionBook before the in-home design consultation transforms the entire buying experience for both the homeowner and the designer.

Rather than beginning the relationship with a lengthy sales meeting, homeowners first complete an engaging online experience that helps them clarify their vision, explore design options, understand realistic investment ranges, and identify what matters most to their family.



This Early Engagement Creates Buying Momentum

Homeowners become emotionally invested in their project before the designer ever steps through the front door.

They arrive informed, excited, and better prepared to make meaningful decisions because they've already taken ownership of their vision.

For the Designer

The benefits are equally significant.

Instead of spending the first hour gathering basic information, explaining pricing, or resetting unrealistic expectations, they begin the meeting with valuable insight into the homeowner's priorities, preferred features, investment expectations, and overall project goals.

The conversation shifts from education to collaboration.

The Result

The result is a far more productive in-home consultation.

Both parties start on the same page, communication is more efficient, expectations are better aligned, and the designer can focus on creating the best possible backyard rather than simply qualifying the opportunity.

It's Not a Replacement—It's an Upgrade

In short, the Designer Interview and VisionBook don't replace the in-home consultation—they make it dramatically better by creating confidence, alignment, and momentum before the meeting ever begins.

STAGE 5

5 Pre-Meeting Conditioning

One of the most overlooked opportunities in the entire buying process happens before the meeting ever begins.

Most builders schedule appointments and hope the homeowner shows up prepared. That rarely happens.

Traditional sales meetings often begin with:

- Uncertainty
- Guarded emotions
- Lack of preparation
- Unrealistic expectations
- Awkwardness
- Confusion

ClearPath changes the emotional state before the meeting ever occurs.

This is done through pre-meeting conditioning using:

- ✓ Short preparation videos
- ✓ Educational sequences
- ✓ Interactive questionnaires
- ✓ Vision-building tools
- ✓ Expectations guidance

These assets prepare homeowners emotionally and mentally before major milestones.

Why Familiarity Changes Everything

Human beings naturally trust what feels familiar. This is one of the reasons repeated exposure is so powerful psychologically.

When homeowners repeatedly see:

- ✓ The designer
- ✓ The company philosophy
- ✓ The process
- ✓ Educational guidance
- ✓ Helpful content

Something important begins happening emotionally.

The meeting no longer feels like:

"A stranger trying to sell me."

It begins feeling like:

"I'm meeting someone who has already been helping me."

That subtle emotional shift dramatically changes trust and receptiveness.

STAGE 5 — PRE-MEETING CONDITIONING

AI & Digital Twin Technology

One of the most exciting developments inside modern customer experience systems is the use of AI-powered digital twins.

A digital twin is an AI-enhanced avatar version of your designer that:

- Looks like them
- Sounds like them
- Speaks with their voice
- Delivers guided messaging consistently
- Appears throughout the buying journey

This technology is not designed to replace the human relationship. It enhances it.

The digital twin allows the homeowner to repeatedly:

- ✓ Hear the designer's voice
- ✓ See the designer's face
- ✓ Learn from the designer
- ✓ Become emotionally familiar with the designer

Long before the first major meeting ever occurs.

Why This Is So Powerful Psychologically

Repeated visual and verbal exposure creates:

- ✓ Familiarity
- ✓ Trust
- ✓ Recognition
- ✓ Comfort
- ✓ Authority
- ✓ Emotional connection

This is sometimes referred to as the "celebrity effect."

That subtle emotional shift dramatically changes trust and receptiveness.

By the time homeowners meet the designer:

- ✓ They already feel connected
- ✓ They already recognize them
- ✓ They already trust the process
- ✓ They already understand the philosophy

The relationship begins much further ahead emotionally than traditional contractor interactions.

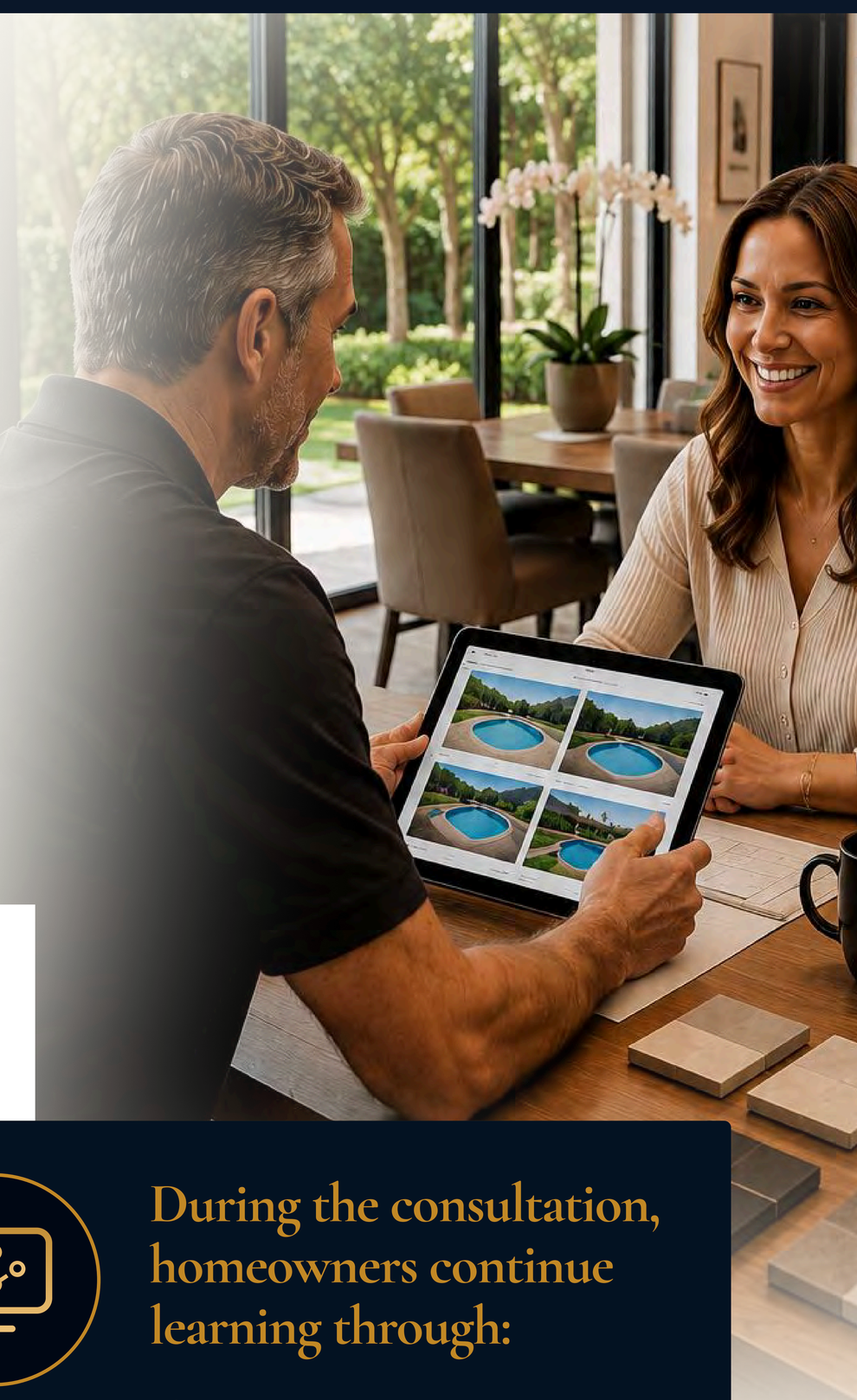
This dramatically improves:

- ✓ Comfort levels
- ✓ Engagement
- ✓ Communication
- ✓ Cooperation
- ✓ Close rates

Most importantly, it reduces emotional resistance.

STAGE 6

6 Interactive In-Home Design Consultation



The Interactive In-Home Design Consultation transforms a traditional sales appointment into a collaborative design experience. Because homeowners have already completed the Designer Interview and VisionBook, the meeting begins with **clarity, confidence, and buying momentum** instead of starting from scratch.

Instead of spending the first meeting on:

- Gathering basic information
- Explaining pricing fundamentals
- Correcting unrealistic expectations
- Long sales presentations
- Repetitive questions
- Information overload

The homeowner arrives prepared. The designer arrives informed.

The conversation immediately shifts from **education to collaboration.**

During the consultation, homeowners continue learning through:

- ✓ Interactive presentations
- ✓ Educational videos
- ✓ Visual design examples
- ✓ Construction standards
- ✓ Company processes
- ✓ Product recommendations
- ✓ Contractor comparison guides

Every interaction builds confidence while the designer evaluates the property and develops the design.

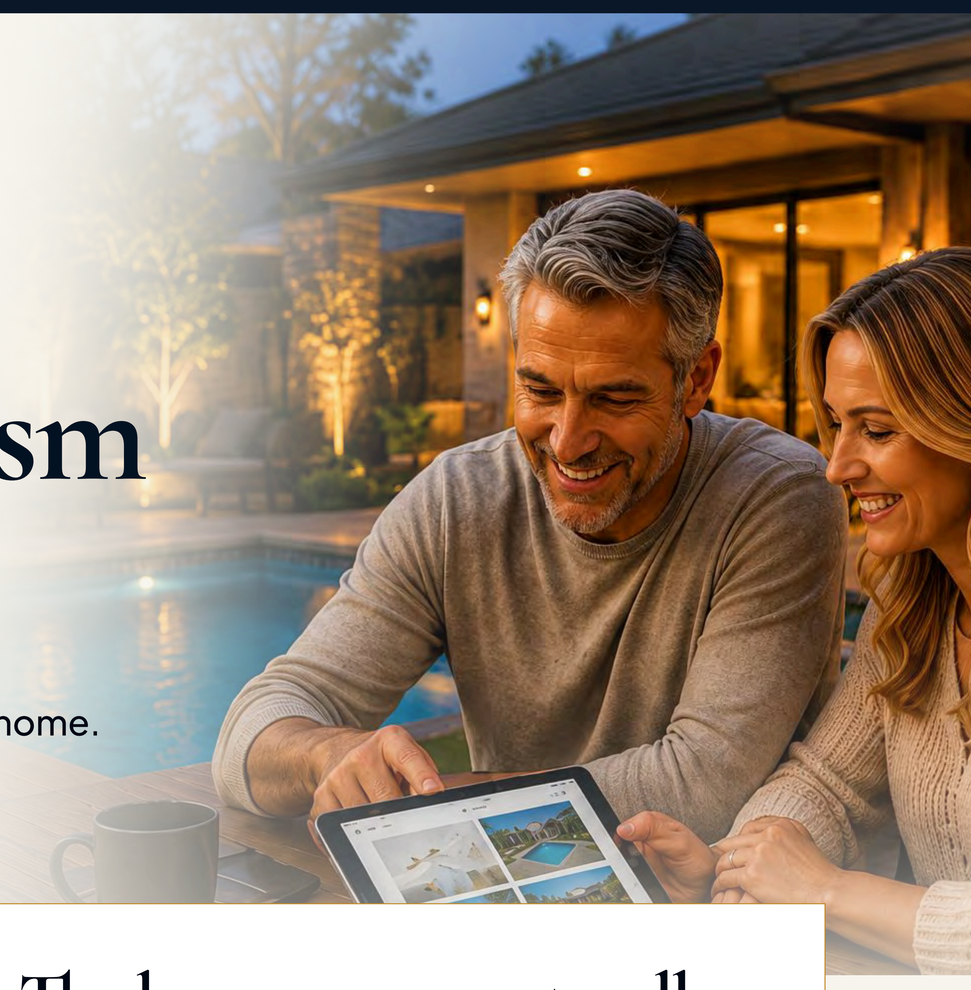
The result:

A meeting that feels more engaging, more productive, and far less fatiguing for everyone involved.

Instead of a lengthy sales presentation, it becomes a guided decision-making experience.

STAGE 6

6 Building Confidence Through Professionalism



Today's homeowners aren't simply buying a swimming pool.
They're deciding who they trust with one of the largest investments they'll make in their home.

Professional structure creates emotional certainty.

While the designer works, the homeowner continues building confidence in:

- ✓ The process
- ✓ The company
- ✓ The professionalism
- ✓ The organization
- ✓ The construction standards
- ✓ The expertise
- ✓ Their own decisions

The homeowner naturally experiences:

- ✓ Greater clarity
- ✓ Better understanding
- ✓ Lower perceived risk
- ✓ Stronger confidence
- ✓ Higher engagement
- ✓ Buying momentum

The designer benefits by gaining:

- ✓ Better-qualified homeowners
- ✓ Better alignment on expectations
- ✓ Faster design decisions
- ✓ Fewer repetitive questions
- ✓ More productive conversations
- ✓ A more enjoyable consultation

The Experience Becomes the Proof

When homeowners experience organized systems, educational tools, transparent processes, and professional presentations, they don't simply hear that your company is different—they experience it firsthand.

The consultation feels intentional, organized, and effortless.

And that's exactly what premium buying experiences should feel like.

STAGE 7

7 Design, Budget & Fast-Mover Credits

The Design & Budget Reveal is where excitement becomes commitment.



By this stage, homeowners have already invested time learning, planning, and building their vision. Rather than relying on high-pressure closing tactics, the CyberFunnels system uses earned rewards to naturally encourage confident decision-making. The objective isn't to pressure homeowners into buying. It's to reward homeowners who actively participate in the buying journey.

Introducing the Fast-Mover Credit Program

Instead of offering random discounts at the end of the sales process, homeowners earn valuable credits as they progress through each milestone. They earn rewards by:

- Completing the VisionBook
- Participating in the Designer Interview
- Attending the In-Home Consultation
- Stronger confidence
- Reviewing educational resources
- Making design selections
- Staying engaged throughout the process

Every completed step increases both their confidence and their available rewards.
This creates positive buying momentum rather than sales pressure.

Learn to Earn™

The philosophy is simple: The more homeowners learn, the more they earn.

Every educational milestone unlocks additional value while helping homeowners become better informed buyers. Instead of feeling like they're being "sold," they feel they're being rewarded for making thoughtful decisions. This approach creates:

- ✓ Greater engagement
- ✓ Higher perceived value
- ✓ Stronger emotional investment
- ✓ Better-informed decisions
- ✓ Faster, more confident commitments

Soft Pressure That Homeowners Appreciate

Fast-Mover Credits create urgency without creating anxiety.

Rather than saying:
"You have to sign today."

The conversation becomes:
"You've earned these rewards through your participation, and we'd love for you to take advantage of them while they're available."

The psychology is completely different.
Homeowners feel appreciated—not pressured.
Rewarded—not manipulated.
In control—not cornered.

STAGE 7 (CONT.)

Why Earned Rewards Work

People naturally value what they earn.

Every completed milestone increases the homeowner's sense of ownership and commitment because they have invested time, energy, and thought into creating their project.

The Goal

By the time they review the final design and investment, they aren't starting the decision—they're completing a journey they've already begun.

Typical Fast-Mover Rewards

The Fast-Mover Credit Program may include:

- ClearPath Credits earned throughout the buying journey
- Premium upgrades and value-added enhancements
- Exclusive product incentives
- Blue Mind™ technology or specialty features
- Limited-time Fast-Mover Credits for homeowners ready to move forward



The emphasis is never on discounting the project.

The emphasis is on rewarding engagement, accelerating confident decisions, and making homeowners feel appreciated for investing in the process.

The Result

The Design & Budget Reveal becomes the natural conclusion of a thoughtfully guided buying journey—where homeowners feel educated, valued, and excited to move forward because they've learned more, earned more, and gained the confidence to make the right decision.

STAGE 8

8 The Credit Stack Strategy



Today's homeowners aren't simply buying a swimming pool.
They're deciding who they trust with one of the largest investments they'll make in their home.

Professional structure creates emotional certainty.

The Psychology of Earned Rewards

People value what they feel they earned.

This is why the Credit Stack strategy works so well. Homeowners earn benefits by participating in the process.

Examples of How Homeowners Earn

- Completing questionnaires
- Watching educational videos
- Attending meetings
- Reviewing planning tools
- Completing selections
- Engaging with milestone content

> *"We've already invested time and energy into this process."*
> That emotional investment increases commitment.

The Three Common Credit Stack Components

1 ClearPath Credits
Rewards tied to engagement and participation.

2 Blue Mind Purifier™
A premium-value add positioned as a reward.

3 Fast Action Bonus
Encourages timely decision-making without creating pressure.

STAGE 9

9 Post-Sale Nurturing & Advocacy

Most builders stop influencing the customer emotionally after the contract is signed. That is a massive mistake.

The emotional experience should continue throughout:

- Construction
- Completion
- Ownership
- Referral generation

Because this is where advocacy is created.

The Experience Continues After the Sale

ClearPath continues nurturing homeowners through:

- ✓ Project milestone updates
- ✓ Construction preparation videos
- ✓ Communication systems
- ✓ Educational guidance
- ✓ Celebration moments
- ✓ Referral opportunities

This maintains emotional momentum throughout the project lifecycle.

Why Advocacy Matters So Much

The most powerful marketing in local service businesses is emotional advocacy.

When homeowners feel:

- Guided
- Protected
- Understood
- Respected
- Prepared

They naturally become:

- ✓ Review generators
- ✓ Referral sources
- ✓ Social proof creators
- ✓ Long-term brand advocates

This creates compounding momentum competitors struggle to replicate.



BEGINNING OF PART FOUR

How AI & *Digital Twins* Are Chaing Sales

AI Does Not Replace Your Sales Team — It Makes Them Better

One of the biggest misconceptions surrounding AI is the fear that it replaces human connection.

CHAPTER 10

AI Does Not Replace Your Sales Team — *It Makes Them Better*

One of the biggest misconceptions surrounding AI is the fear that it replaces human connection.
In reality, the opposite is happening.

The companies winning with AI are not eliminating relationships.
They are amplifying them.

AI Eliminates Repetition

Salespeople often waste enormous amounts of time repeatedly explaining:

- The same process
- The same expectations
- The same pricing concepts
- The same preparation details
- The same educational information

AI allows these repetitive communications to happen consistently and professionally at scale.

This gives salespeople more time to focus on:

- ✓ Relationship building
- ✓ Creativity
- ✓ Emotional connection
- ✓ Discovery
- ✓ Problem-solving

Why Human Relationships Still Win

Despite advances in technology, people still buy emotionally from people they trust. Technology simply helps establish that trust earlier.

AI supports the relationship. It does not replace it.
That distinction is critical.

The future is not:
"AI replacing designers."

The future is:
"AI helping designers become more influential, efficient, and effective."

CHAPTER 11

The Rise of the *Designer Digital Twin*

One of the most transformative developments in modern customer experience systems is the ability to create a digital twin of the designer.

This allows the homeowner to repeatedly interact with a consistent digital representation of the person guiding them.

What Is a Digital Twin?

A digital twin is an AI-powered version of your designer that:

- Uses their likeness
- Uses their voice
- Delivers guided messaging
- Creates continuity throughout the process

This digital version appears across:

- ✓ Welcome videos
- ✓ Educational content
- ✓ Meeting preparation
- ✓ Follow-up communication
- ✓ Milestone guidance
- ✓ Customer nurturing

CHAPTER 11 — THE RISE OF THE DESIGNER DIGITAL TWIN

Why Repetition Builds Trust

One of the oldest principles in psychology is the familiarity effect. People naturally trust what feels familiar.

Repeated exposure lowers emotional resistance.
This is why celebrities and public figures naturally create stronger influence.

> *Familiarity creates emotional comfort. Digital twin technology allows pool companies to create that familiarity intentionally.*

By the time the homeowner meets the designer in person:

- ✓ Trust already exists
- ✓ Comfort already exists
- ✓ Recognition already exists
- ✓ Emotional familiarity already exists

That dramatically changes the quality of the relationship.





— BEGINNING OF PART FIVE

Why *ClearPath Makes* Salespeople Better

One of the biggest misunderstandings about systems is the fear that they eliminate the importance of salespeople. In reality, the best systems make salespeople significantly stronger.

CHAPTER 12

ClearPath Does Not *Replace Salespeople*

One of the biggest misunderstandings about systems is the fear that they eliminate the importance of salespeople.
In reality, the best systems make salespeople significantly stronger.

The Problem With Most Sales Teams

Most contractor sales organizations struggle with inconsistency.

Every salesperson:

- Explains things differently
- Follows different processes
- Communicates differently
- Handles objections differently
- Delivers varying customer experiences

This creates unpredictability. It also creates sales fatigue.

Because salespeople constantly repeat the same explanations manually over and over again.



CHAPTER 12 — CLEARPATH DOES NOT REPLACE SALESPEOPLE

How ClearPath Improves Sales Performance

ClearPath standardizes the experience while allowing the salesperson to focus on the relationship.

This creates:

- ✓ Better prepared homeowners
- ✓ More productive meetings
- ✓ Fewer repetitive conversations
- ✓ Better alignment
- ✓ More qualified opportunities
- ✓ Reduced emotional exhausti



The system handles much of the repetitive education and preparation. The salesperson becomes more strategic instead of transactional.

Why Elite Salespeople Love Systems

The best salespeople do not fear structure. They embrace it.

Because systems:

- ✓ Increase efficiency
- ✓ Improve consistency
- ✓ Eliminate chaos
- ✓ Reduce friction
- ✓ Increase conversion rates

ClearPath does not remove personality.
It amplifies performance.

CHAPTER 13

The Operational *Advantage*

One of the hidden benefits of better buying experiences is operational improvement.

Prepared homeowners create better projects.

When customers understand:

- Timelines
- Process realities
- Pricing structures
- Communication expectations
- Construction phases

Projects become smoother.

Better Customers Create Better Outcomes

Customers who are guided properly:

- Communicate more effectively
- Experience less surprise
- Become less reactive
- Understand delays more realistically
- Follow systems better

This reduces:

- ✓ Conflict
- ✓ Confusion
- ✓ Change-order frustration
- ✓ Miscommunication
- ✓ Emotional tension

Operationally, this improves profitability significantly.



BEGINNING OF PART SIX

The *Complete* CyberFunnels System

The ClearPath Customer Buying Experience is part of a larger ecosystem called the CyberFunnels Three-Stage Operating System.

CHAPTER 14

The Three-Stage *Operating System*

The ClearPath Customer Buying Experience is part of a larger ecosystem called the CyberFunnels Three-Stage Operating System.

This system was designed to align:

- Marketing
- Sales
- Customer experience
- Operations
- Communication

Into one unified strategy.

Stage 1 — Integrated Marketing

1

This includes:

- Paid ads
- Speed-to-lead systems
- CRM automation
- Messaging strategy
- Funnels
- Follow-up systems
- Appointment setting
- Educational campaigns

The objective is not merely lead generation. The objective is attracting better-fit homeowners while shaping belief early.

Stage 2 — ClearPath Customer Buying Experience

2

This stage focuses on:

- Buyer psychology
- Guided decisions
- Pre-conditioning
- Trust building
- Emotional certainty
- Customer experience
- Engagement

This is where differentiation truly occurs.

Stage 3 — Workforce Management

3

Powered by platforms like JobTread, this stage aligns:

- Random ads
- Disconnected campaigns
- Fragmented messaging
- Vendor-by-vendor marketing

This creates inconsistency.
Strategic marketing works differently.

CHAPTER 15

Strategic vs. *Tactical Marketing*

Most builders operate tactically.

They run:

- Random ads
- Disconnected campaigns
- Fragmented messaging
- Vendor-by-vendor marketing

This creates inconsistency.
Strategic marketing works differently.

Strategic Marketing Aligns the Entire Journey

Every stage supports the next. Messaging becomes cumulative.

The homeowner experiences one consistent narrative from:

- ✓ Advertisement
- ✓ Lead response
- ✓ Educational content
- ✓ Meetings
- ✓ Presentations
- ✓ Follow-up
- ✓ Construction
- ✓ Referral generation

This creates stronger influence because every interaction reinforces previous interactions.
The experience feels intentional instead of fragmented.

CHAPTER 16

The Future *of Pool Sales*

The future of pool sales belongs to builders who understand psychology, experience, and guidance.

The companies that dominate moving forward will not necessarily be:

- The cheapest
- The loudest
- The most aggressive

They will be the companies that create the best buying experience.

The builders who:

- ✓ Guide instead of pressure
- ✓ Educate instead of pitch
- ✓ Reduce uncertainty instead of creating urgency
- ✓ Build confidence instead of confusion

Will increasingly become the premium choice in their markets.

Final Thought

Modern homeowners do not want to be sold.
They want to feel confident they are making the right decision.

And the companies that continue relying on outdated sales models will increasingly struggle against businesses that understand the power of experience, psychology, and influence.

The future belongs to builders who guide.

Todd Gregorcic

CO-FOUNDER, CYBERFUNNELS

38+ Years Pool Industry Veteran



Todd Gregorcic is an entrepreneur, technology innovator, and business strategist with more than 38 years of experience across digital technology, customer acquisition systems, and the swimming pool and spa industry. He has founded, scaled, and successfully exited multiple companies across manufacturing, digital marketing, insurance technology, and contractor services.

Todd currently serves as Co-Founder and Managing Partner of CyberFunnels and the Pool Builder Agency, where he helps contractors and pool builders grow through integrated marketing systems, automation, and operational strategy. His work focuses on building scalable systems that connect marketing, sales, and operations into a cohesive growth engine.

Todd's entrepreneurial journey began in digital water purification technology. As Co-Founder of International Ionics and NOGSYS Technology, he co-invented a patented digital water purification apparatus and built distribution networks across the United States, Canada, Mexico, the Caribbean, and Europe. Both companies were successfully acquired, and their core technologies remain in use today.

Building on this foundation, Todd later owned and operated a Florida-based pool construction and renovation company, gaining hands-on experience in contractor operations, customer acquisition, and project management.

In 2009, Todd became President of Click My Video, Inc., a wholly owned subsidiary of Diamond Media Group, where he led the development of video-driven marketing applications used by brands such as M&M Mars and national advertising agencies. In 2012, the company evolved into CyberFunnels, expanding into complete customer acquisition systems.

In 2015, Todd co-founded Ensurem, the nation's first online life-insurance exchange offering automated, instant-approval policies. The company was successfully acquired in 2017.

Today, Todd brings together innovation, automation, and business strategy to help contractors build scalable systems that drive growth, efficiency, and long-term success.