



•LIVE

THE WEBSITE PRICING CALCULATOR ERA IS HERE

How B2B & B2C Businesses Can
(SAFELY) Use Pricing Calculators
to Explode Leads and Sales

With Marcus Sheridan

August 21, 1:00PM ET



**Businesses all over the world
currently have two massive
problems...**



Problem #1:

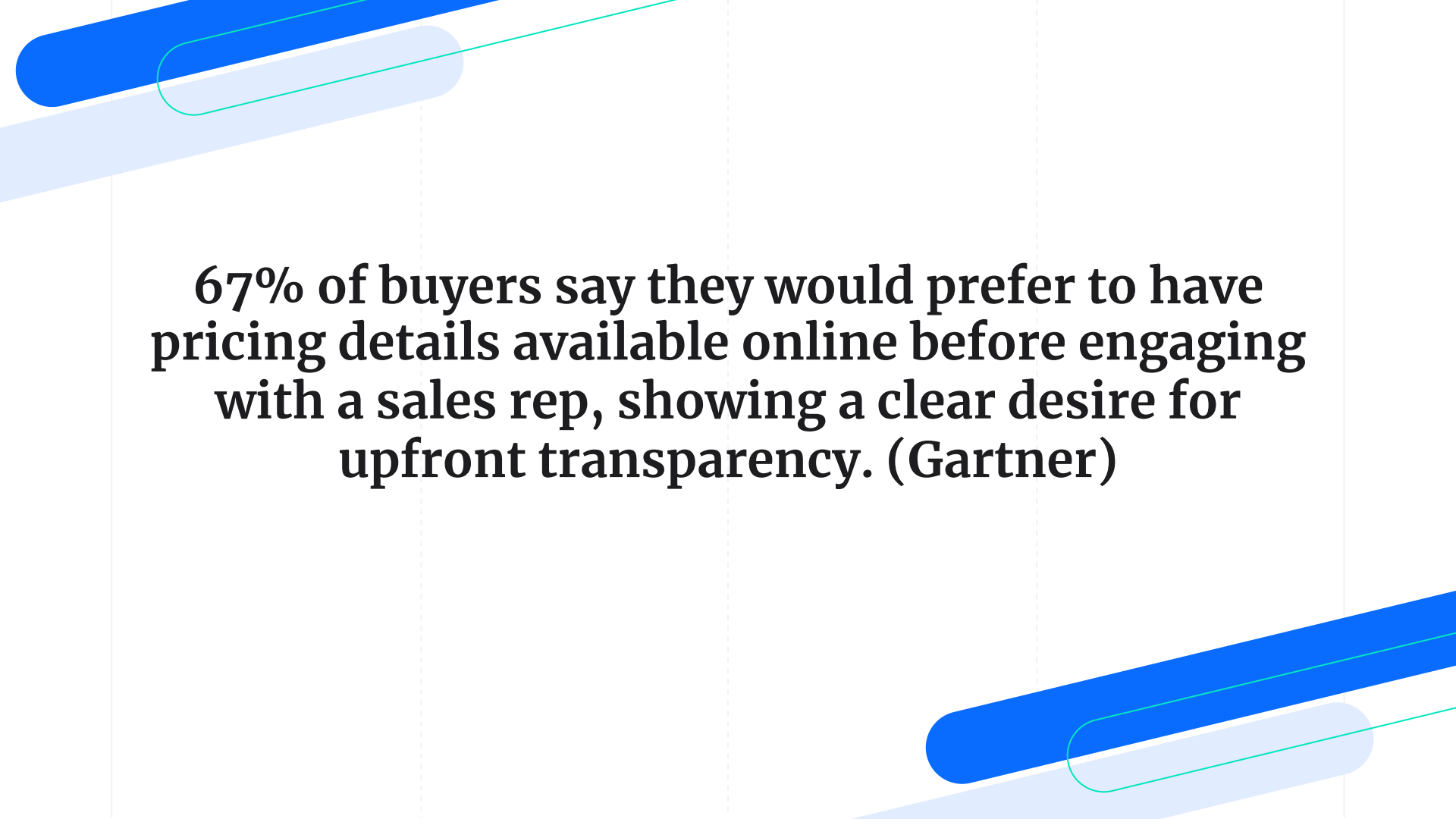
The growing impatience and expectations of today's buyer.



A few numbers for you...



75% of buyers would prefer to have a seller-free sales experience. (Gartner)



67% of buyers say they would prefer to have pricing details available online before engaging with a sales rep, showing a clear desire for upfront transparency. (Gartner)



90% of B2B buyers say that when they're ready to buy, they'll find you. (Forrester)



**69% of buyers want self-service options to be available at every stage of the sales journey, including during pricing and cost evaluation.
(Gartner)**



**Do you really believe any of
these numbers will ever be
lower again??**



**It doesn't take a genius to see
where this is headed.**



Problem #2

We have a *growing* lead
problem.



54% of businesses across various sectors say that overall lead quality has declined in 2024, forcing them to spend more resources on nurturing unqualified leads. (HubSpot State of Marketing Report 2024)



66% of home improvement companies indicate that customer acquisition costs (CAC) have increased significantly in 2024 compared to previous years. (Harvard Business Review)



**75% of businesses report that digital marketing channels, like paid ads and social media, have become less effective for lead generation due to market saturation and privacy restrictions.
(Forrester)**



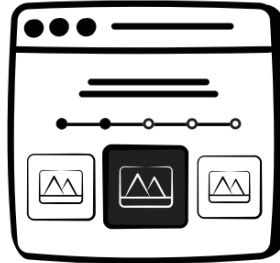
**80% of B2C marketers say they are struggling to maintain the same level of lead generation results as in previous years due to changes in consumer behavior and digital privacy laws.
(MarketingProfs)**

5 Types of Self-Service Tools

Self-Assessment



Self-Selection



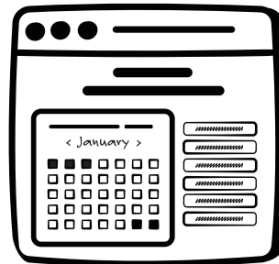
Self-Configurator



Self-Pricing



Self-Scheduling





Leaders
Rule Breakers
Rule Makers
Rule Followers



The Power of Pricing Calculators/Estimators



A true story about another pool
company...



Gating vs Ungating



Custom vs Out-the-Box

Custom:

Pros:

On brand
More capabilities
Potentially better UX

Cons:

Time to Build
More Expensive



Make **MEMORIES** to last a lifetime...
Create your **backyard oasis** with a **fiberglass pool!**

Rectangular, freeform, or Roman end? Discover the ideal shape for your new pool in minutes with this simple quiz:

**CHOOSE YOUR
POOL SHAPE**

OR

Still trying to decide between fiberglass, concrete, or vinyl liners? Take our Pool Selector quiz to discover which type of pool is best for your backyard:

**TAKE THE POOL
TYPE QUIZ**

OR

Get an INSTANT price range estimate for your ENTIRE pool project (including add-ons) with our Design + Pricing calculator:

**BUILD + PRICE
YOUR POOL**

Build & Price Your Pool

Customize and enhance your pool experience

Step 1 of 8

Select Your Pool

SORT BY SIZE

SMALL

MEDIUM

LARGE

ALL



C40 

C40 (40ft x 16ft)
[See example projects](#)

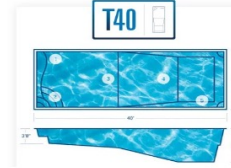
Diagram of pool C40 showing dimensions: 40ft length, 16ft width, and a depth of 2'.




C35 

C35 (35ft x 16ft)
[See example projects](#)

Diagram of pool C35 showing dimensions: 35ft length, 16ft width, and a depth of 2'.



T40 

T40 (40ft x 16ft)
[See example projects](#)

Diagram of pool T40 showing dimensions: 40ft length, 16ft width, and a depth of 2'.



R36 

R36 (36ft x 16ft)
[See example projects](#)

Diagram of pool R36 showing dimensions: 36ft length, 16ft width, and a depth of 2'.



R40 

R40 (40ft x 16ft)
[See example projects](#)

Diagram of pool R40 showing dimensions: 40ft length, 16ft width, and a depth of 2'.



L36 

L36 (36ft x 16ft)
[See example projects](#)

Diagram of pool L36 showing dimensions: 36ft length, 16ft width, and a depth of 2'.

What's Included With Your Pool?

These features and methods are included in the price of your pool

[Go Back](#)



Necessary Construction Permits

\$ INCLUDED

All permits for construction, excavation, electrical, plumbing, etc.



Excavation

\$ INCLUDED

Digging out the hole for the pool



Advanced Fiberglass Pool Installation

\$ INCLUDED

[What is This?](#)



Advanced Fiberglass Pool Manufacturing

\$ INCLUDED

[What is This?](#)



Filtration System

\$ INCLUDED

The standard filtration system includes all plumbing fittings, valves, cartridge filter and variable speed pump.



First Fill Up

\$ INCLUDED

We fill up your pool with water so you don't have to.



Select Your Patio Material

[Go Back](#)

Select Main Patio Material



Brushed Concrete Patio

Poured concrete with a brushed finish

[What is This?](#)



Textured Concrete Patio

Poured concrete, stamped finish without color or sealer

[What is This?](#)



Concrete Paver Patio

Manufactured concrete pavers

[What is This?](#)



Natural Stone Patio

Natural stone pavers

[What is This?](#)



Choose Your Upgrades

[Go Back](#)



Automatic Vacuum

Automatic pool vacuum (robot)
[What is This?](#)



Automation/Smart Phone

Smartphone control system
[What is This?](#)



Bubbler

Fountain water feature
[What is This?](#)



Cascade

Waterfall feature 18-36" wide
[What is This?](#)



Deck Jet

Deck surface-mounted water feature
[What is This?](#)



Future Water Feature (plumbing)

Plumbing connection and stub up for future water feature
[What is This?](#)



Gas Heater

Gas Water Heater (Liquid



Handrail

Deck-Mounted Stainless Steel



Heat Pump Pool Heater

Electric Heat Pump

Other Factors You May Need to Plan For

[Go Back](#)



Pool Fence

Price will be determined by linear ft, fence material chosen and number of gates.

[What is This?](#)



Additional Trenching

Additional trenching may be necessary depending on where filtration system is placed on property

[What is This?](#)



Crane Rental

A crane may be necessary to place pool

[What is This?](#)



Dirt Hauling

Dirt hauling may be necessary if property cannot use excavated material

[What is This?](#)



Retaining Wall

Will be determined by homeowner/pool designer

[What is This?](#)



Electrical Connection

Will be determined by pool equipment needs

[What is This?](#)






Build & Price Your Pool

Customize and enhance your pool experience

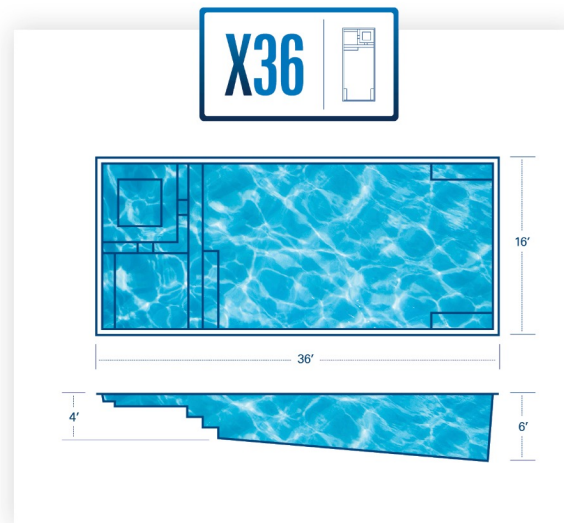
[Go Back](#)

You're just seconds away. Complete the form and pricing will be **INSTANTLY EMAILED TO YOU!**

First Name*	Last Name*
Email* 	Phone Number*
City*	State* - Please Select - 
Postal Code* 	

How much do you know about fiberglass pools?*

- I've watched almost every video and read almost every article!
- I know a little but still have homework to do.
- I have a lot of questions and need help.



Hi Marcus,

Thank you for your interest in a River Pools® fiberglass pool. We've assessed your selections in our Design & Price tool and want to say two things:

1. It looks like you have an AMAZING plan for your backyard!
2. The price information below is a range we believe will help you begin assembling the budget for your planned project.

NOTE: Because River Pools fiberglass pools are sold and installed by independent installers, we can only provide you with a ballpark price range. These figures are based on the collective experience and general knowledge of a fiberglass pool installer network from around the country. The final design and final price of your project will be determined by you and the installer you choose.

Now ON TO THE NUMBAS! See below 

Ballpark Price Range:

\$125,849 - \$169,896

***Est. Monthly Payment:**

\$812 - \$1095

*Monthly payment estimates are based on your estimated total cost, assuming a 20% down payment, 20 year term, and a 7.5% interest rate. For precise terms and monthly costs, please consult with your loan provider.



B2B



Call: 631-266-2500 [Client Login](#) [Contact Us](#)

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[Get Your Instant Price](#)

Are You Looking For A New Payroll Company That's Easier To Work With?

Are you concerned about how much of YOUR time is needed to switch?

[Get Your Instant Price](#)

[Let's Talk](#)

The Three Most Common Payroll Questions We Get Asked 4:29



Get Your Detailed Instant Price (without talking to a salesperson)

Tell us a little about your business, and we'll immediately deliver your detailed price.



(click the image to see a preview)

How often do you run payroll?

Weekly ▾

How many employees do you currently have on payroll?

25 ▾

Do you need help with adding ITIN workers to your payroll?

Yes No

Would you like to use our Time & Attendance software?

Yes No

your program.

Would you like to use our Time & Attendance software?

Yes No

Would you like a physical time clock for your business?

Yes No

Are you looking to get better human resources for your business?

Yes No

Would you like to get a new, updated employee handbook to protect your business?

Yes No

First Name*

Last Name*

Email*



Phone Number

Company*

Industry*

Select Industry ▾



Call: 631-266-2500

[Client Login](#)

[Contact Us](#)

[Our Specialties](#) ▾

[Additional Services](#) ▾

[Why Baron](#) ▾

[Learning Center](#)

[Looking to Switch?](#)

[Get Your Instant Price](#)

Marcus Sheridan

Other ▾

Please enter your industry:*

Pool Guy

State*

Virginia

What is your timeframe if you were going to make a payroll change?*

No timeframe; just shopping around ▾

Please share any issues, goals, or questions you have regarding payroll services. This way, we can better assist you in getting the services you need.*

Hey guys, just trying out your pricing calculator, great work!



[Get Your Price Now](#)

We're committed to your privacy. BARON uses the information you provide to us to contact you about our relevant content, technology, and services.

Estimated Fees

Payroll Frequency	Weekly	Number of Employees	25
ITIN Worker Package	No	ITIN Workers to be Added	0
Time & Attendance	No	Number of Clocks	0
HR Experts	No	Employee Handbook	No

Here are your estimated fees based on the information you provided.

PAYROLL ESTIMATE

Ongoing Per Payroll Fee	\$132 - \$158
One-Time Implementation & Training Fee	\$539 - \$647

TIME & ATTENDANCE ESTIMATE

Ongoing Per Payroll Fee	\$0 - \$0
Implementation & Training (One-Time)	\$0 - \$0
One-Time Physical Time Clock Charge	\$0 - \$0

HR EXPERTS ESTIMATE

Next Steps

We'd love to discuss your estimate in detail and explore how we can streamline your payroll process.

Schedule a meeting with us to tailor our services to your specific requirements.

[Book a Meeting](#)

Or if you're not ready to move forward, let us know, and we'll be here whenever you need us.

We look forward to hearing from you soon!

Best,
Baron Payroll

Baron Payroll, 1363 Veterans Memorial Hwy, Suite 40, Hauppauge, NY 11788, 631-266-2500

[Unsubscribe](#) [Manage preferences](#)

Marcus, Have You Solved Your Construction Payroll Problem?

External

Inbox x



Bill Elkins <Bill@baronpayroll.com>

10:47 AM (1 hour ago)

to me ▾

Marcus,

[Marcus, What is Top Of Mind for You and Your Business, Lets Talk. \(video 0:40\) - Watch Video](#)

The screenshot shows the River Pools website. At the top, there's a navigation bar with the River Pools logo, a search bar, and links for 'BECOME AN INSTALLER', 'GALLERY', 'LEARNING HUB', 'LOCATIONS', 'BLOG', and 'REQUEST PRICING'. The main content area features a large video player. The video shows a man with glasses and a blue checkered shirt speaking. Overlaid on the video is a white box with the text 'Create your pool to last a lifetime... on a budget with a fiberglass pool!'. Below this text are three columns, each with a button: 'CHOOSE YOUR POOL SHAPE', 'TAKE THE POOL TYPE QUIZ', and 'BUILD + PRICE YOUR POOL'. The background of the video is a swimming pool in a backyard setting.

**Is a custom pricing
calculator right for you?
Scan the code to get
in touch with *IMPACT!***



bit.ly/3SUMbV4

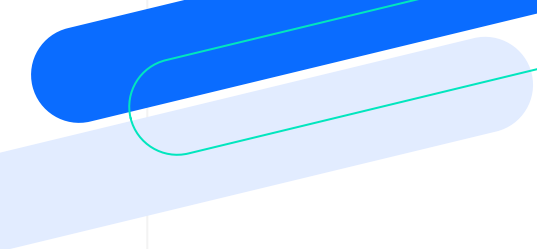
Out-the-Box:

Pros:

Very cost effective
Immediate Leads

Cons:

May lack some branding
Less customization
UX may not be as high



Could I develop an effective pricing estimator that someone could install on their website in less than 30 minutes and start generating IMMEDIATE leads?

Empower & Engage Your Customers with Transparent Pricing Estimators.

PriceGuide.ai is a user-friendly digital tool that enables service-based businesses to quickly create transparent pricing estimators, streamlining the early-quote process and generating leads effortlessly.

[Try Now for Free](#)

no commitment | no credit card required | no software to install

[← Back to Dashboard](#)

Choose Your Industry (Step 1 of 4)

 **Find Your Industry:** Start by selecting your industry from the list below.

Can't find yours? No problem! Simply begin typing in the box to add a new industry tailored just for you.

Need help? [Click here](#) to view our How To guide.

Popular

Next: Select Service



HVAC



Plumbing



Electrical Services



Roofing Installation and Repair



Landscaping and Lawn Care

Next: Customize Questions



Roof Inspection



Gutter Guard Installation



Shingle Replacement




Roof Replacement




New Roof Installation



Gutter Installation and Repair




Skylight Installation and Repair



Storm Damage Repair



Roof Ventilation Improvement



Flashing Repair

Back to Industry

Next: Customize Questions

Shingle Replacement

Base Cost

\$200.00



How extensive is the area needing shingle replacement?



Answers

Small area (patch repair)

Range

Min \$0.00

Max \$0.00



::

Several areas

Range

Min \$100.00

Max \$200.00



Entire roof

Range

Min \$200.00

Max \$400.00



+ Add Option

∨

∧

What type of shingles are currently installed or do you prefer?



Answers

Asphalt

Range

Min \$0.00

Max \$0.00



::

Cedar

Range

Min \$50.00

Max \$100.00



Metal

Range

Min \$100.00

Max \$200.00





Pay Monthly

Introduction Offer (limited to first 250 customers):

Only \$19 / per month

[LOG IN TO CHOOSE PLAN →](#)



Pay Annually

Introduction Offer (limited to first 250 customers):

Only \$190 / per year

[LOG IN TO CHOOSE PLAN →](#)



Ready to change the game?

Start transforming your pricing into your strongest assets with your **14-day FREE trial**.

No commitment. No credit card required.

Get Started for Free

Private Masterclass with ME 😊

August 4th, 1pm EST

(for all PriceGuide & IMPACT **customers**)



1 Lead per day=365 leads per year

If you got **365 additional leads** in the next year, what impact would that have on your business?



I believe 90% of ALL businesses (b2b and b2c) will have some type of pricing estimator online within the next 5 years.

Your Next Steps...

- 1. Decide if you're going to be a leader or a follower in your industry.**
- 2. Kick procrastination & fear in the face.**
(and get a Pricing Estimator on your website immediately.)
- 3. Test, test, test**
- 4. Win more trust, win more business**

5 Types of Self-Service Tools

Self-Assessment



Self-Selection



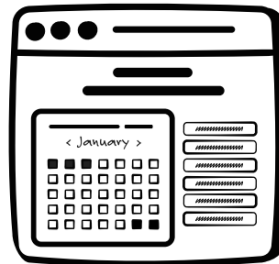
Self-Configurator



Self-Pricing



Self-Scheduling



•LIVE

WINNING THE SALES-FREE REVOLUTION:

The Most Effective Self-Service
Tools to Turn Your Website
Visitors into Customers

With Vin Gaeta

September 25, 1:00PM ET



RSVP Now in IMPACT+!



AMA...Let's Discuss



msheridan@impactplus.com