

BY NOAH KAYE



The *Heart* of the Deal

Where Emotion Collides with Construction

A field guide for design-build, construction and trade service teams who want to win the hearts of the people they serve.



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A Closing Word

Before we talk scope, we talk humans

Before we talk scope, schedules, estimates or warranties, we need to talk about humans.

I grew up in a real estate family. I went to seminary and served as a pastor. I moved to Africa, where I began coaching leaders, and when we came back to the United States in 2017, I joined my sister in real estate while building a coaching practice on the side. Today I spend my days as an executive coach, working with leaders and teams, many of them in construction, design-build and the trades.

Across every one of those chapters, one thing has stayed the same. Whether I was sitting with someone from my congregation, a leader in Africa, a CEO in a boardroom or a couple at a kitchen table signing a contract, the deal was never really about the deal. It was about the people, and what they were feeling while they made it.

That is especially true in your world. When a homeowner calls a roofer, a plumber, an HVAC company, a remodeler or a design-build firm, they are not just buying a service. They are inviting strangers into the most personal place they have. They are spending money they worked hard for, often money they had planned for something else. They are trusting you with their safety, their comfort and, many times, their dreams.

Every job in the trades is emotional work, disguised as a technical one.

Why home is different

Home sits right on the foundation of Maslow's hierarchy of needs. It is where people find:

Shelter

Safety

Belonging

Stability

Identity

So any time you touch someone's home, whether you are replacing a furnace in January, tearing out a kitchen or building a house from the ground up, you are touching all five. Even when a client is thrilled about the project, you automatically awaken deep human emotions: a threat to security, a shift in identity, fear of the unknown and the loss of what is familiar.

The missing skill

Our industry is very good at training the technical side. We train people on estimating, code, safety, scheduling, CRMs and sales systems, and we should. But I have seen precious little training on how to win the hearts of people. That is a shame, because the companies that grow, the ones with waiting lists, five-star

reviews and customers who call them first for everything, are almost always the ones who make people feel safe.

Here is the good news: this is learnable. You do not have to be a “people person” or a therapist. You just need a simple framework, a handful of practical tools and the willingness to practice.

The framework in one page

This book is built around **four emotions** your clients feel, whether they say them out loud or not, and **four solutions** that help you meet those emotions with skill.

EMOTION		SOLUTION
Grief	→	Thorough Awareness
Stress	→	Wise Pacing
Fear	→	Caring & Intentional Questions
Hope	→	Pure Motivations

How to use this book

This book is designed to be used, not just read. Every chapter ends with two tools:

On the Job

A simple practice you can try this week with real clients.

Team Huddle

Two or three questions to discuss at a team meeting, toolbox talk or sales meeting.

Read it on your own, or work through it as a team over eight weeks: one chapter per week, one huddle per week. Part Three includes a simple plan to do exactly that.

One more thing before we start. My life motto has become this:

If you can name it, you can navigate it.

So let's start by naming what your clients are really feeling.

Part One

The Four Emotions

The feelings every client carries, whether they say them out loud or not, and how to recognize them in your work.

Grief

Stress

Fear

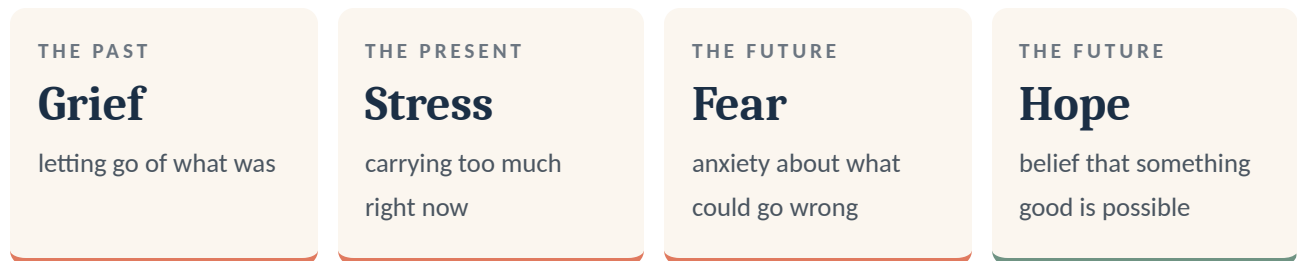
Hope



The emotional arc

Every client is on an emotional roller coaster. From the first phone call to the final walkthrough, emotions rise and fall, and they rarely show up one at a time. Joy lives right alongside fear. Excitement sits next to grief. A client can be thrilled about a new kitchen and quietly heartbroken about the old one on the same afternoon.

To make these emotions easier to see, I organize them along a simple timeline:



Notice that two of the four live in the future. That is not an accident. Every project is a bet on the future, and the future can feel either threatening or promising. Often it feels like both.

The bottom line: Your job is not to remove emotion. That isn't possible, and it isn't your job. Your job is to **recognize** it and **respond skillfully**. When you do, everything gets easier: the sale, the schedule, the change orders, the hard conversations and the referrals.

1 THE PAST

Grief

Letting go of what was



Grief is the emotion we least expect to find on a jobsite, and the one we most often miss.

We usually think of grief as something that happens at funerals. But grief is simply the feeling of losing something that mattered. And when you work on someone's home, you are almost always taking something away before you give something back.

The cabinets coming out may be the ones a client's late husband installed. The bathroom you are gutting may be where they bathed their babies. The tree that has to come down may be the one their kids climbed for twenty years. Even an emergency repair carries loss: the money set aside for a family vacation is now going into a new water heater, and with it goes a little sense of control.

Grief often hides under excitement. A client can be genuinely thrilled about the new space and still feel a lump in their throat on demo day. They may not even recognize it themselves.

How grief shows up in our work

- Saying goodbye to a space full of memories, rituals and seasons of life
- Losing the original dream when the budget forces a smaller scope
- Losing their normal routines while living through a project
- Losing money they had planned for something else
- Losing a sense of control over their own home

Signals to watch for

- Lingering in a room before demo, or taking photos of it
- Telling stories about the space ("This is where we...")
- Unexpected irritation or sadness on demo day
- Resisting decisions that require letting go of something old
- Second-guessing the project right after it starts

What it sounds like

"I didn't expect this to be so hard."

"My dad built that deck."

"We were supposed to go to the beach this summer."

"It's silly, but I'm going to miss this kitchen."

Common mistakes

- Rushing past the moment (“Don’t worry, the new one will be way better!”)
- Treating the old space as junk in front of the client
- Minimizing the cost of an emergency (“It’s just a water heater.”)
- Assuming excitement means there is no loss

THE MATCHING SOLUTION



Thorough Awareness

Grief needs to be noticed and honored before it can be released. See Chapter 5.

On the Job

Before your next demo or removal, take sixty seconds with the client. Ask, “Before we get started, is there anything about this space that’s meaningful to you?” Then listen. If something matters, honor it: save a piece, take a photo together, or simply acknowledge it.

Team Huddle

- Think of a client who seemed upset at the start of a project. Could grief have been part of it?
- What do we tear out, remove or replace most often? What might it mean to the people who lived with it?
- What is one small way our team could honor what clients are leaving behind?

THE PRESENT

2 Stress

Carrying too much right now



Stress is the emotional tax of complexity, and the trades are full of complexity.

Think about what a remodel or build asks of a homeowner: hundreds of selections, approvals and signatures. Lenders, permits, inspections, schedules and change orders. Strangers in the house at 7 a.m., dust on everything, a kitchen that doesn't work and kids who still need dinner. Even a one-day service call can upend a day of work, a childcare plan and a monthly budget.

Most clients are carrying this on top of full lives. They are not experts in your world, so every decision feels heavier to them than it does to you. You have seen a thousand of these projects. They are living through their first.

When stress gets too high, people stop thinking clearly. Without emotional awareness, pressure turns into panic.

How stress shows up in our work

- Decision fatigue from too many selections, too fast
- Living in a construction zone without a functioning home
- Information overload: jargon, documents, options and fine print
- Juggling the project with work, family and finances
- Feeling out of control in their own space

Signals to watch for

- Short tempers, snippy texts or emails late at night
- Shutting down, going quiet, or avoiding your calls
- Saying "just pick whatever" when they normally care
- Asking the same question several times
- Small issues suddenly turning into big complaints

What it sounds like

"I can't make one more decision today."

"There's just so much to keep track of."

"Nobody told me this would happen."

"Can we just get this done?"

Common mistakes

- Presenting every option at once
- Using jargon and assuming they understand
- Answering stress with more information instead of more clarity
- Taking their short temper personally and getting defensive



THE MATCHING SOLUTION

Wise Pacing

Stress needs the weight broken into pieces and the speed brought down. See Chapter 7.

On the Job

For your next client with a lot of decisions in front of them, sequence the decisions. Say, “Here are the three things we need from you this week. Everything else can wait.” Watch what happens to their shoulders.

Team Huddle

- Where in our process do clients get overwhelmed most often?
- How many decisions do we ask clients to make in a single meeting? Could we stage them?
- How do we usually respond when a client is short with us? How could we respond better?

THE FUTURE

3 Fear

Anxiety about what could go wrong



Fear is almost always present, lurking just under the surface.

For most families, their home is the largest investment they will ever make, and a major project can be one of the largest checks they ever write. That alone activates fear. But the trades carry an extra weight: a trust deficit. Almost every homeowner has heard a contractor horror story. Many have lived one. So they walk into the relationship with you already braced for the worst.

They are asking themselves questions they may never say out loud: Is this company going to take advantage of me? Will this go over budget? Will they disappear halfway through? What if they find something behind the walls? What if I make the wrong choice and regret it every day?

Fear does not always look like fear. It often shows up as control, suspicion, haggling, or endless questions. Behind most “difficult clients” is a frightened one.

How fear shows up in our work

- Fear of being overcharged or taken advantage of
- Fear of budget overruns, hidden problems and change orders
- Fear of delays and a project that never ends
- Fear of strangers in their home and around their family
- Fear of regret: choosing wrong and living with it

Signals to watch for

- Getting multiple quotes and comparing every line
- Questioning your recommendations or asking “Do I really need that?”
- Wanting everything in writing, or checking in constantly
- Hesitating to sign, or stalling after the proposal
- Defensiveness, suspicion or haggling

What it sounds like

“What if this costs way more than we planned?”

“The last contractor we used was a nightmare.”

“How do I know this is really necessary?”

“What happens if you find something bad?”

Common mistakes

- Dismissing the fear (“Don’t worry about it.”)
- Getting defensive when your price or recommendation is questioned
- Overpromising to make the fear go away
- Using fear to close the sale (“If you don’t do this now...”)

THE MATCHING SOLUTION



Caring & Intentional Questions

Fear needs to be named. Named fears shrink; unspoken ones grow. See Chapter 6.

On the Job

In your next estimate or sales meeting, ask directly: “What worries you most about this project?” Don’t rush to fix it. Ask one follow-up question first, such as “Tell me more about that.” Then address it honestly.

Team Huddle

- What fears do our clients carry that they rarely say out loud?
- How do we respond when a client says, “The last contractor was a nightmare”?
- Where might we accidentally be using fear to sell? What would we do instead?

4 THE FUTURE

Hope

Belief that something good is possible



Not every emotion in your work is heavy. Every project carries a spark of hope, and hope is the fuel that keeps clients moving when the process gets hard.

Hope is why they called you in the first place. It is the picture of the family gathered around a new island, the aging parent who can finally live safely on one floor, the basement that becomes a place for the grandkids, the house that is finally warm, dry and safe again. Sometimes it is simple: the hope that this time, a contractor will actually do what they said they would do.

Hope is beautiful, and it is also fragile. In the messy middle of a project, with dust, delays and decisions, hope fades fast. Clients forget why they started. Part of your job is to protect their hope and keep it in front of them.

How hope shows up in our work

- A fresh start, and new memories in a space they love
- Safety, comfort and peace of mind
- More room for family, gathering and living
- Pride in their home and how it reflects who they are
- Hope that this time, the experience will be good

Signals to watch for

- Excitement in early meetings, inspiration photos, saved ideas
- Talking about how they will use the space
- Lighting up when they see progress
- Sharing the project with friends and family
- Asking about small details that matter to them

What it sounds like

"I can already picture us living there."

"My mom will finally be able to visit."

"We've been dreaming about this for years."

"I just want it to feel like home."

Common mistakes

- Ignoring the dream and only talking about specs and price
- Overselling and setting expectations you can't meet
- Letting the vision get lost in the middle of the job
- Upselling their hope into something that serves you more than them

THE MATCHING SOLUTION



Pure Motivations

Hope needs to be protected by someone who genuinely wants what is best for the client. See Chapter 8.

On the Job

At the start of your next project, ask, “When this is done, how do you want to feel when you walk in?” Write the answer down. Bring it back up when things get hard: “Remember what you told me you wanted? We’re getting there.”

Team Huddle

- What are the most common hopes our clients bring to us?
- Where in a typical project does hope tend to fade? What could we do there?
- How do we make sure our recommendations serve the client’s dream, not just our bottom line?

Part Two

The Four Solutions

Four simple, learnable skills that help you meet every emotion with confidence, care and skill.

Thorough Awareness

Caring & Intentional Questions

Wise Pacing

Pure Motivations



Emotional intelligence is not soft

Now that we can name the emotions, let's talk about how to navigate them.

Here's the beauty: emotional intelligence is not soft. It is a strategic advantage. It builds trust, calms chaos, prevents conflict and creates raving fans. And it rests on four simple solutions, each one a skill you can practice and grow.

Each solution serves every emotion. But as you will see, each emotion tends to call for one solution first.

Grief



Thorough Awareness

Notice and honor what is being left behind. Acknowledge the old space, the lost plans or the original dream before moving on.

Stress



Wise Pacing

Sequence decisions, simplify information and give clear next steps so clients never carry the whole project at once.

Fear



Caring & Intentional Questions

Help clients name budget, schedule and trust fears early. Named fears shrink; unspoken ones become conflict.

Hope



Pure Motivations

Protect their vision and keep it in front of them, especially in the messy middle of the job.

5 Thorough Awareness

Eyes and ears open before the mouth



Awareness is a superpower. It is the foundation for everything else in this book, because you cannot respond to an emotion you never noticed.

Thorough awareness means paying attention to the whole person, not just the job. It means slowing down long enough to observe what is being said and what isn't. And it combines two skills that great tradespeople, salespeople and leaders practice constantly: **seeing well** and **listening well**.

Seeing well

People tell you how they feel long before they say it. Watch for:

- **Body language:** crossed arms, a sigh, a glance at a spouse, a step back.
- **Energy:** who leans in and who goes quiet.
- **The home itself:** family photos, a kid's height marks on a doorframe, a carefully kept garden. These tell you what matters.
- **Who decides:** the person asking questions is not always the person making the decision.

Listening well

Listening is leadership. When people feel fully heard, they feel fully helped. But most of us listen at the shallowest level. It helps to know there are three levels:

LEVEL 1

Listening to respond

You are mostly waiting for your turn to talk, already forming your answer or your pitch.

LEVEL 2

Listening to understand

Your attention is fully on them. You are curious, and you check that you understood.

LEVEL 3

Listening for what's beneath

You hear the emotion behind the words: the worry in a price question, the grief in a story about the old kitchen.

Great listening is patient and intentional. It doesn't interrupt. It listens for clues and cues. And it is comfortable with silence. Often the greatest gift you can give a client is a little silence. People fill silence with the things that matter most.

Practices to build

Notice the room before you talk about the job

Let them finish, then count to two before responding

Reflect back what you heard: "It sounds like..."

Name what you notice, gently: "You seem a little hesitant. What's on your mind?"

Watch for the quiet one in the room

On the Job

In your next three client conversations, practice Level 2 listening. Don't pitch, solve or explain until you can summarize, in your own words, what the client cares about most. Then ask, "Did I get that right?"

Team Huddle

- Which level of listening do we usually operate at with clients? With each other?
- What are the clues in a home or a conversation that tell us what a client really cares about?
- Who on our team is great at noticing? What do they do differently?

6 Caring & Intentional Questions

A coach approach to selling and serving



Questions may be the most underused tool in the trades, and in sales in general.

Questions build trust. Questions reveal what is hidden. Questions tell you what matters most. And they communicate something powerful without you saying it: *I care about what you think, and I am not here just to sell you something.*

As an executive coach, questions are my primary tool. Coaches call it a “coach approach”: instead of arriving with all the answers, you help people discover what they actually want and need. You don’t have to become a coach to use it. You just have to get curious.

What makes a question powerful

- **It is open, not closed.** Closed questions get a yes or no. Open questions get a story. Instead of “Is the budget okay?” try “How are you feeling about the budget?”
- **It starts with “what” or “how.”** “Why” questions can feel like an accusation (“Why did you pick that tile?”). “What drew you to that tile?” invites the same answer without the defensiveness.
- **It is short.** The best questions are often under ten words.
- **It is genuinely curious.** If you already know the answer you want, it isn’t a question. It’s a pitch.
- **It is followed by silence.** Ask, then wait. Don’t answer your own question.

Ask before you advise

You are the expert, and clients need your expertise. But advice lands better when it is invited. Before giving a recommendation, try asking permission: “Would it be helpful if I shared what I usually recommend here?” It takes three seconds and changes how your advice is received.

A question bank for every stage of a job

Questions are like tools in a truck: you don't need all of them on every job, but you want the right one within reach. Borrow these, adapt them and make them your own.

BUILDING TRUST

First contact

- ? *What made you decide to call us now?*
- ? *What's most important to you about this project?*
- ? *What have your past experiences with contractors been like?*
- ? *How involved would you like to be along the way?*

SURFACING FEAR

The estimate & proposal

- ? *What worries you most about this project?*
- ? *If you could wave a magic wand, what outcome would you choose?*
- ? *How are you feeling about the investment?*
- ? *What would make this an easy yes for you, or a clear no?*

EASING STRESS

During the work

- ? *How is living through this going for you and your family?*
- ? *What's one thing we could do to make this week easier?*
- ? *What questions are on your mind that we haven't answered?*
- ? *How are you feeling about where we are?*

HONORING HOPE

Closeout & follow-up

- ? *How does it feel to see it finished?*
- ? *What did we do well, and what could we have done better?*
- ? *How do you hope to use this space?*
- ? *Who else in your life might need help with their home?*

On the Job

Pick three questions from the question bank above and use them this week. Notice which ones open people up. Keep the ones that work, and make them your own.

Team Huddle

- What questions do our best salespeople or project managers ask that others don't?
- Where do we tend to stall when we could ask?
- What is one question we could add to every first meeting with a client?

7 Wise Pacing

Your speed matters



Most of us rush more than we need to. We talk fast, move fast, present fast and push for decisions fast, especially when we are busy, behind schedule or trying to close a sale.

But urgency increases fear and stress. When clients feel rushed, their anxiety goes up and their decision quality goes down. Rushed decisions turn into regret, and regret turns into change orders, complaints and bad reviews.

Wise pacing means matching your speed to what the client actually needs. It reduces angst and improves the quality of every decision they make.

Real urgency vs. manufactured urgency

The trades have real urgency. A burst pipe, a failed furnace in January or a leaking roof in a storm needs action now. Wise pacing doesn't mean moving slowly in an emergency. It means staying calm and clear so the client can be, too. What erodes trust is *manufactured* urgency: "This price is only good today," or "You really need to decide now." Clients can feel the difference.

Three ways to pace wisely

- **Pace the decisions.** Break big choices into stages. Tell clients what they need to decide this week and what can wait.
- **Pace the information.** Give the most important thing first. Simplify. Check for understanding before moving on.
- **Pace yourself.** Your voice, your body and your energy set the tone. When you slow down, they calm down.

Try saying

"You don't need to decide today."

"Take the night to sleep on it."

"Let's slow this down for a moment."

"Here are the three things we need this week. Everything else can wait."

"I want you to feel clear, not pressured."

"Even in an emergency, we have time to make a good decision."

On the Job

Notice your own speed this week. In at least one conversation, deliberately slow down: lower your voice, pause more and give the client time to think. Afterward, ask yourself what changed.

Team Huddle

- Where in our process do we create urgency that isn't real?
- How do we stay calm and clear in true emergencies?
- What would change if we staged client decisions instead of presenting them all at once?

8 Pure Motivations

People over profit



This is the heart of everything.

True motivations always leak. You can say all the right words, ask all the right questions and still lose a client's trust if they sense that what you really care about is the sale, the upsell or the commission. Rest assured: your clients will intuit what is most important to you. Is it them, or is it you?

Pure motivations mean putting people first, every time. It means recommending what genuinely serves the client, even when it is the smaller job. It means telling the truth when the news is bad. It means caring about the outcome of their life, not just the outcome of the project.

The paradox of people over profit

Here is the beautiful paradox: when you put people over profit, profit follows. Clients who trust you buy more over time, not less. They come back for the next project. They tell their friends. They forgive the inevitable mistakes, because they know your heart is in the right place.

The goal at all times is high-trust, lasting human connection, along with excellent service. You want to be the company people remember: the one that turned a stressful project into a meaningful experience.

A simple motivation check

Before any recommendation, ask yourself three questions:

- Would I recommend this to my own mother?
- Would I still recommend it if I made nothing extra from it?
- Am I protecting their dream, or selling against it?

What pure motivations look like

Honest

Human

Present

Trustworthy

Generous

Consistent

On the Job

This week, look for one opportunity to recommend less than you could sell: a repair instead of a replacement, a simpler option, or a “you don’t need this yet.” Tell the client why. Watch what it does to their trust.

Team Huddle

- Where are we tempted to put profit ahead of people? How do we handle it?
- How do our clients know we genuinely care about them?
- What would it look like to become known as the company that puts people over profit?

Part Three

Putting It Together

A field guide, a walk through the life of a job, the payoff, and a simple plan to bring all of this to your team.



9 The Field Guide

Matching solutions to emotions

Every solution serves every emotion. A great question can ease grief, and pure motivations calm fear. But when you are in the moment and need to know where to start, this is your field guide.

Grief



Thorough Awareness

Notice and honor what is being left behind. Acknowledge the old space, the lost plans or the original dream before moving on.

Stress



Wise Pacing

Sequence decisions, simplify information and give clear next steps so clients never carry the whole project at once.

Fear



Caring & Intentional Questions

Help clients name budget, schedule and trust fears early. Named fears shrink; unspoken ones become conflict.

Hope



Pure Motivations

Protect their vision and keep it in front of them, especially in the messy middle of the job.

Notice the emotion. Name it, at least to yourself. Reach for the matching solution. Then keep the other three close.

When emotions collide

Clients rarely feel one emotion at a time. A homeowner can feel grief about the old kitchen, stress about the selections, fear about the budget and hope about the finished space, all in the same meeting. When you are not sure which emotion is in the driver's seat, start with Thorough Awareness. Listen and observe first. The emotion that matters most will usually show itself.

10 Through the Life of a Job

Where each emotion peaks, and what to do about it

Every job, from a two-hour service call to a two-year custom build, moves through the same basic stages. Each stage tends to stir certain emotions. When you know what is coming, you can meet it before it turns into a problem.

○ First contact

EMOTIONS RUNNING HIGH: FEAR AND HOPE

Clients arrive hopeful but braced for a bad experience. Lead with curiosity, not a pitch. Ask what matters to them and listen at Level 2.

○ The in-home visit & estimate

EMOTIONS RUNNING HIGH: FEAR AND GRIEF

You are in their personal space, looking at what is broken or outdated. Notice the home. Honor what matters. Name the fears behind the price questions.

○ Proposal & decision

EMOTIONS RUNNING HIGH: FEAR AND STRESS

This is where pressure peaks. Pace the decision. Invite questions. Never use fear to close.

○ The work

EMOTIONS RUNNING HIGH: STRESS AND GRIEF

Demo day and the messy middle. Communicate proactively, stage decisions, honor the loss and keep the vision in view.

○ Closeout & follow-up

EMOTIONS RUNNING HIGH: HOPE (AND RELIEF)

Celebrate with them. Revisit the hope they shared on day one. Ask for feedback, and stay connected long after the final invoice.

A note for service calls: Even a short, urgent call follows this arc in miniature. In the first five minutes, notice the stress and fear. In the middle, pace the decision and explain clearly. Before you leave, ask how they are doing and remind them what is now safe, fixed or protected.

11 The Payoff

Why this is good humanity and good business

If you learn to navigate the emotional side of your work with skill, here is what happens:

1

Earn clients for life

Turn a stressful project into a meaningful experience, and earn trust for every project that follows.

2

Multiply referrals

Clients will entrust their family and friends to you, knowing they'll be safe in your hands.

3

Elevate your reputation

Become known as the company that puts people over profit, in reviews, in the neighborhood and in the industry.

4

Build a legacy, not just a business

Because without humans, there are no homes, and no trades.

When you honor the emotions of the people you serve, they will send everyone they love to you. That's not just good humanity. It's good business.

12 Bringing It to Your Team

An 8-week plan

Skills like these grow through practice and conversation, not through reading alone. Here is a simple way to turn this book into a team experience. Each week, read one chapter, try the On the Job practice and spend fifteen minutes on the Team Huddle questions at a sales meeting, toolbox talk or team lunch.

Week 1	The Emotional Arc	Read the Introduction and Part One overview. Huddle: Which emotions do we see most?
Week 2	Grief	Practice the 60-second demo-day check-in.
Week 3	Stress	Stage client decisions: three things this week, everything else can wait.
Week 4	Fear	Ask every new client: “What worries you most about this project?”
Week 5	Hope	Capture each client’s “how do you want to feel” and bring it back later.
Week 6	Thorough Awareness	Level 2 listening: summarize before you solve.
Week 7	Questions & Pacing	Use three questions from the bank. Slow down one conversation on purpose.
Week 8	Pure Motivations	Recommend less at least once. Share stories as a team and celebrate.

Tip for leaders: Go first. Share a story of a time you missed a client’s emotion, and what you would do differently now. When leaders model honesty, teams follow.

Make every client feel seen

What we get to do is a privilege.

Every day, people open their front doors to us. They let us into their kitchens, their basements, their budgets and their dreams. They trust us with the place where their families live. That is an honor, and it deserves our best, not just our best work, but our best humanity.

The trades will always need skill, precision and hard work. But the companies that last, the ones people talk about at dinner parties and recommend to their kids, will be the ones that also learned to win hearts. They will notice the grief, ease the stress, name the fear and protect the hope.

Without humans, there are no homes. And without homes, there are no trades. So let's take care of the humans.

Build a legacy, not just a business.



ABOUT THE AUTHOR

Noah Kaye

Noah is an executive coach and facilitator who helps leaders and teams grow both profit and people. He grew up in a real estate family, served as a pastor, coached leaders in Africa and spent years in real estate before devoting himself full-time to executive and team coaching. He loves questions, listening and the moments where business and humanity meet.

BRING THE HEART OF THE DEAL TO YOUR TEAM

Workshops, keynotes and coaching for teams who want to win hearts, and win business.

The Heart of the Deal is available as a 30-, 60- or 90-minute talk, a team workshop or an ongoing coaching experience for sales, design, project and service teams.

LET'S TALK. ALL IT TAKES IS 15 MINUTES.

Text Noah: (410) 562-8119

