

SAVE YOUR BULLETS

Beloved Member of Charlie Greer's Online Family:

This is the fourth of an ongoing series of short, easy-to-read messages, specifically written for **PLUMBING, ELECTRICAL, and HVAC** service providers. You can save these messages, print them out, and use them in your sales meetings with your staff.

ARE YOU TALKING YOURSELF OUT OF SALES?

I can usually improve people's sales more by taking things out of their sales presentation than I can by adding things to it.

Most salespeople say entirely too much. We talk ourselves out of more sales than we talk ourselves into.

When running calls, every word that comes of your mouth is nothing more than an opportunity to get into trouble.

You were given two ears and one mouth. Use them in that proportion.



Opinions count:

You could describe the presentation of most salespeople as their providing their prospects with their opinions on everything.

Your prospects are the ones making the decision. It's their opinions that count. Spend more efforts trying to learn their opinions than on volunteering your own and you'll make more sales.

The fine art of listening:

One of a salesperson's best friends is silence. You'll never know the power and the magic of silence until you learn to silence yourself and let your prospects do most of the talking.

Most people think that salesmanship is talking people into things. *You don't talk people into buying. You listen them into buying. Listen long enough and most people will tell you exactly what they intend to buy and how to close them.*

Listening consists of more than just keeping your mouth shut while you're thinking of what you

want to say next. To be a good listener you must clear your mind of all thoughts and opinions while the other person is speaking. After they're done speaking, allow there to be a few moments of silence before speaking.

The less you talk, the more they talk. The more they talk, the more you learn about them. The more you learn about them, the easier they are to close.

You learn a lot more with your ears open than you do with your mouth open.

How much should you say?

Only enough to make the sale. No more.

Too much information can lead to confusion, and a confused mind always says "no."

Before saying anything, first ask yourself these four questions:

1. Who cares? (If you realize you're the only person who cares about what you're planning on saying, don't say it.)
2. Can I make the sale without saying this? (If the answer is yes, don't say it.)
3. Will what I'm about to say make them feel good about buying from me? (If not, don't say it)
4. How can I word what I'm about to say in such a manner that the person wanting to spend the least amount of money possible can relate to it?

Save your bullets:

It's easy to say too much, it's difficult to say too little.

When it comes to deciding whether or not to say something, remember that you can always say it later. See if you can make the sale without saying it. Don't shoot all of your ammo all at once.

Save your bullets.

If you say everything you have to say before giving them their first opportunity to buy, when you get a stall, an objection or a put-off, what's left? Begging, pleading and repetition, all of which are annoying and insulting.

Limiting the amount of information you offer prior to making your first closing attempt allows you the room to make multiple closing attempts without high-pressuring people or repeating yourself.

Say very little; only enough to get some positive buying signs (IE. head nodding and other signs of agreement, plus pupil dilation), then give them an opportunity to buy. If you get an objection, a stall or a put-off, you've still got a ton of additional information to share.

You can provide a little more information, which is basically more reasons to buy, then give them another opportunity to make a buying decision. That's not offensive in the least. In fact, you can even say, "Based on this additional information, does this seem like something you'd like to go

ahead with?"

A challenge:

Starting today, see how little you can say during your calls, and still make the sale. That advice alone will make you a better salesperson, give you more time every day, and change your life for the better. If you're already a big talker, you're the person this tip will help the most.

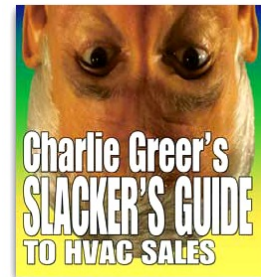
What your customers really want, more than facts and figures, is to feel good about buying from you. That's who they're eventually going to buy from - the person from whom they feel best about buying.

Stop conducting technical seminars disguised as sales calls or service calls. You don't sell by educating the consumer. You sell by learning. Learn what they want to buy and why they want to buy it, and you'll close more sales.

SLACKER'S GUIDE TO HVAC SALES IS NOW AVAILABLE AS AN MP3.

By popular demand, "Slacker's Guide to HVAC Sales" is now available in MP3 format.

"Slacker's Guide to HVAC Sales" is the definitive statement on HVAC sales. It was originally available as a set of 15 audio CDs for 10.5 hours of your listening pleasure.



It was difficult and time-consuming to properly load the CDs into your digital listening device, such as your smartphone, your iPod, or MP3 player.

This new version is the complete series on one MP3 CD and is specifically formatted to be loaded effortlessly into your computer, then transferred to your digital listening device, with every track properly ordered and labeled.

[Click here for more information on "Slacker's Guide to HVAC Sales", including a list of topics covered and an audio sample.](#)

Other Charlie Greer Audio/Visual Service Sales Training:

- [Tec Daddy's Service Technician Survival School on DVD](#)
- [Who Answers the Phone?](#)
- [Plumbing Service Agreements Made Simple](#)
- [Quantifying Quality: How to BEAT LOW-BIDDERS](#)
- [Over The Top HVAC Sales](#)

Everyone who buys something from my website this week will receive a 10%

discount. Just enter the coupon code "EMAIL" when you check out.

About Charlie Greer:

I'm the service technician who helps **ELECTRICAL, PLUMBING, and HVAC** service contractors become **MILLIONAIRES** by teaching their techs, their salespeople, and their CSRs how to sell more at higher prices. I've done it for plenty of other contractors, so there's no reason why I can't do it for you. I'm doing it for others while you're reading this.



I started plumbing in 1975 in Cleveland, as a pipe-fitter, doing things the old-fashioned way - threading black pipe by hand, etc.

I got into HVAC in 1985 by answering a classified ad for a sales trainee at Ron Smith's old company, Modern Air, in Fort Myers, Florida. After a couple of years I received national recognition for my high closing ratio and high average sale. By 1988 I quit taking leads and did nearly 100% self-generated HVAC sales.

While at Modern, I started running service calls with the technicians to learn more about the industry and the equipment, and to bond with my co-workers. While working with them, I couldn't help but observe that they were stepping over and around replacement opportunities galore because they weren't interested in sales. Starting around 1989, I stopped running sales calls and began working out of a service truck.

In 1990 I began my consulting practice, specializing in sales training for the contractors, service technicians, salespeople, and CSRs of **PLUMBING, ELECTRICAL, and HVAC** service companies.

For 15 years I traveled throughout North America, running sales and service calls with HVAC contractors, their salespeople, and their service technicians. I've worked in every kind of company, from large to small, in big cities and out in the country.

[Click here for my complete bio.](#)

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When your employees sell more at higher prices, you make the best kind of money, which is money that goes into your bank account as a result of the actions of others. So unless you can think of a better way to increase your personal income right now, **go get permission and your credit card from your wife**, buy something, play it for your employees, and start setting your financial goals higher.

Yours for increased success,
Charlie "Tec Daddy" Greer

Contact Information

phone: 1-800-963-4822

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