

Responses to:

I want to wait ...

If it ain't broke ... don't fix it!



Beloved Member of Charlie Greer's Online Family:

This is the 14th of an ongoing series of short 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.

[Click here for a list of recent emailed sales tips.](#)

Please spread the word about these free tips by forwarding them to your employees and business associates, sharing them on Facebook, and tweeting them on Twitter.

"I want to wait ..."

"What I've got is still working ..."

"If it ain't broke...don't fix it!"

by Charlie Greer

You should be hearing at least one of the statements above on every call!

If they are buying everything you're quoting on every single call, you're not quoting enough!

Look past the initial task you were called to perform, take off the blinders and do a full inspection, and you'll see all



kinds of additional things that need doing. Just write all your suggestions down in order of priority and give them a chance to buy.

When you follow that simple suggestion you will have people tell you that they want to hold off on at least one item on every call. That means you're going to need to use at least one of these one-line responses on every call.

NOTE: All of these one-line responses could be delivered in a smart-aleck tone manner. You're not going to make sales by smarting off to people.

These one-line responses are mostly questions, and their purpose is just to get people to think beyond the fact that they don't feel like spending money and realize what is in their own best interest to do. Naturally, you're not going to just rattle all of them off in a row. Memorize these responses so you can pick and choose from them as needed.

One-line responses:

- *Is it working for you or against you?*
- *You're right, it is working...for the utility company.*
- *Isn't that exactly why you should do this now?*
- *When you say that it's still running, does that mean that you're happy with the way it operates?*
- *What do you seek to gain by waiting?*
- *By waiting, are you saying that you do not mind paying for a repair today and possibly a few more down the road, then paying an inflated price on the exact same thing a few years from now?*
- *Can you see how you're paying for this whether you buy it or not?*
- *Would you agree that sooner or later you're going to have to get this done?*
- *It's not working for you, you're working for it...to keep it running.*
- *Do you really feel that's in your best interest?*

IMPORTANT ANNOUNCEMENT!
THE TECHNICIAN RIDE-ALONGS ARE BACK!

Here we GROW again!

I have started working with one of the top selling service technicians in the USA, Dale Mincks.

Dale has been doing technician ride-alongs with plumbers, electricians, and HVAC technicians for decades!

Dale will run calls with your technicians and demonstrate how he ethically generates significantly higher sales and profits.



Dale does not "observe and critique" your service technicians. Dale actually does all the selling on all the calls.

Here's what a recent client had to say:

Dale Mincks is great. He made every technician feel at ease while he rode with them. He built their confidence levels as he taught them how to build options for their clients and reminded them to "always be closing". We are still seeing the results from his training three months later and can't wait to get him back again for round 2. - A.B.

About Dale Mincks

- Over 35 years in the residential service field
- One of the top selling residential sales and service technicians in the nation for a national franchise
- Been training service technicians since 1976
- Was the Operations Manager for a tri-brand shop which consisted of HVAC, plumbing, and electrical service
- Instructor for a state apprentice program for three years.

Dale has a very low-pressure, non-assertive, dignified, and professional approach to service calls. He gets a high average ticket in a very ethical manner.

Technicians who have adopted his methods are increasing their close rates, average tickets, and total sales revenue.

Dale is an excellent salesman himself, but more importantly, he's able to train others on how to do what he does to be profitable on every single call.

Dale says:

"I got rid of my know-it-all attitude and my pride, and stepped out of my comfort zone and learned how to use Charlie Greer's systems. I did a lot of role-playing and learned how to present options and close the sale. After one year of learning and pushing myself to get on top of my game, I sold almost double

what I'd sold the previous year, but I did not have to work twice as hard. I was able to close more on every call, and started to close the calls that I had not been able to close before I started using Charlie Greer's system.

"We build value in our service by being observant and not missing obvious things. I realized that the more I offered the customer, and enlightened them on why they needed it now, the more they would agree to buy."

Dales's results of ride-alongs:

In 2013, while conducting ride-alongs across the country, with all technicians of all three trades, in companies of all sizes, and cities and towns of all sizes, Dale ran a total of 264 calls, closed 84% of them, had a \$1,644 average ticket, and produced \$358,447 in total sales revenue.

This means that, for every 15 service calls he ran, he generated over \$20,000 in revenue. This also means that it's very common for him to sell at least enough in gross income to pay his fee. However, when Dale comes to a shop, everyone tends to start selling a lot more right away and keep selling more after he's gone.

[For more information on Dale's ride-alongs, click here or call Charlie Greer at 1-800-963-4822.](#)

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.

Providing our sales training for your service technicians is one of the best investments you'll ever make and is **THE WAY** you'll hit your financial goals..

Our sales training isn't supposed to cost you a dime!

Yours for increased success,
Charlie "Tec Daddy" Greer

Contact Information
phone: 1-800-963-4822

[Join Our Mailing List!](#)

[Forward email](#)



Try it FREE today.

This email was sent to hvacprofitboosters@comcast.net by charlie@charliegreer.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

