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Beloved Member of Charlie Greer's Online Family:

This is the 21st 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.

The photo above is me in my Tec Daddy uniform conducting a seminar at Comfortech 2014 to a standing-room-only crowd.

'Un-sellable' Calls by Charlie Greer

Some calls almost seem pre-ordained as "unsellable."

When it seems like there is no way I'm going to close a sale, a deep calm comes over me. Why? Because it's unsellable! There's no pressure on anyone ... me or the customer. There's no stress. It's already been determined - they're not buying! I don't care any more.



Funny thing is, sometimes that's when I do my best work. I keep it direct, short, sweet,

and to-the-point. I can't tell you how many times I had it in my mind that I wasn't going to close the sale and managed to anyway, in spite of myself.

When I'm certain they're not going to buy, I try a new sales technique I just learned. Break in the new material on the ones who aren't going to buy anyway.

So, don't let it bother you when it seems un-sellable. Get calm and relaxed about the situation and try a new, off-the-wall technique, but be careful. Sometimes it backfires on you and they buy anywayway.

Don't buy into their 'Sob Stories.' It's common for people to complain about the expense of having repairs done, so don't let it bother you when they do.

It's unusual for people to act as though money is no object. In fact, be very cautious when they do say money is no object, because it's often not a problem for them because they don't plan on paying you anyway!

When they say, "We don't want to spend a lot of money here!" Say, "Okay, so you want it done right, but you want to spend the least amount of money possible, correct?"

They'll say, "Yeah, that's right."

Respond with, "Okay. I'll keep that in mind. Let's take a look at it."

What to do:

- **Don't run calls with a "salesman" attitude**
- **Don't pay much mind to the customer's attitude toward money**
- **Don't start selling at the front door**
- **Look everything over. Make a list, in order of priority, of everything that needs to be done. This list isn't overkill, but usually far exceeds the bare minimum**
- **Don't decide the customer doesn't want to spend money**
- **Don't decide the customer doesn't have money or a way to get it**
- **When going over your list with the customer, don't show a lot of emotion. Be very matter-of-fact about the whole thing.**



Dale is starting to get plenty of repeat business and satisfied customers in his technician ride-along service.

TO BE CLEAR: The purpose of the Dale Mincks technician ride-alongs is to make you, the service contractor, more profits, have more satisfied customers, and happier service technicians who stay with your company ... *without you lifting a finger to accomplish this.*

DALE DOES NOT 'OBSERVE AND CRITIQUE' your techs. He puts his reputation on the line on every single call he runs.
DALE DOES ALL THE TALKING AND ALL THE SELLING ON EVERY SINGLE CALL.

TECHNICIANS LOVE RUNNING CALLS WITH DALE MINCKS!
Most say it's a life-changing experience.

Here are Dale's Year-to-Date figures:

- Total Revenue: \$167,489
- Average ticket: \$1,232
- Calls ran: 136
- Calls closed: 107

Dale sells an average of \$3,000 per day, which is what he charges for a 5-day visit. Everyone always looks at Dale's sales figures, but the important statistic is that **EVERYONE'S SALES GO UP, AND STAY UP, LONG AFTER HE'S GONE!**

When we say "calls ran," we mean every single call. These include times where he ran someone else's call-back, calls in which there is no decision-

maker present and there is no way to reach one, calls run for renters and real-estate agents, inspections, etc. Dale takes every single call he's sent on.

"Average ticket," means every ticket, including the occasional "zero ticket." (If all we looked at was "average sale," it would be \$1,565.)

These statistics are not sugar-coated. *This is the real deal!*

"The training with Dale was more than incredible. His presentation is so relevant to technician mindset. I so appreciated his laid back personality, all the while hitting dead center on the bad habits, fears, and failures of the typical tech. It was a life altering event for me, for the company, and for at least some technicians. I now have a hill to stand on with a flag planted to rally technicians back to, as they all bought into the sales system on some level. My job will be to hold their feet to the fire that was set, and I will do so.

The initial cost structure made me choke a little, but in reality, it is inexpensive when compared to the value received. Dale is the best, worth every cent and more!"

One of the reasons you went into business for yourself was to make more money. Your only source of income relies on the salesmanship of your service technicians. The contractors living the good life have technicians that know how to honestly and ethically bring in the moolah.

You, your technicians, and your customers will love Dale Mincks. If you want to start living the good life, give me a call and I'll get him out to your shop.

OCTOBER OPENINGS:

- **October 13-17, 2014**
- **October 20-24, 2014**

These would be great weeks to have Dale run fall tune-ups for HVAC.

[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

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