

## **Beloved Member of Charlie Greer's Online Family:**

This is the first of an ongoing series you're going to want to receive. In short, easy-to-read messages, I'll give you my step-by-step procedure on running service calls and all kinds of other sales tips that apply directly to **PLUMBING, ELECTRICAL, and HVAC** service sales. You can save these messages, print them out, and use them in your sales meetings with your staff.

We've all got information overload, so I promise I won't waste your time or overload your inbox. I'll send one out about once every other week.

### **The "Salesman Stigma"**

Because of the behavior of some salespeople, many have a low opinion of salesmen and don't want to see themselves as being salespeople.

There's a joke in which a guy asks a new acquaintance, "What do you do for a living?"

The response is, "I'm a salesman, but don't tell my mother. She thinks I'm a piano player in a brothel."

Some people, including people in our business, have such a negative opinion of salesmen that they refuse to take an interest in salesmanship, even when their own livelihood depends on their ability to close sales. After sending my last email, a contractor actually responded to me by emailing, ***"No thanks. I'm not interested in fleecing my customers."*** Can you believe that? All I am is a sales instructor. Isn't he the one in charge of whether or not he's fleecing his customers?

Why, just because someone offers to teach you how to sell, do you automatically think my intention is to teach you how to fleece your customers?

When I ask, "What words do people use to describe salespeople?" people usually respond with derogatory terms, such as, "loudmouth," "shyster," "thief" and "liar."

When people refer to someone as a "typical salesman," they mean he's full of you-know-what and that you can't believe a word he says, don't they?

Why do salespeople have such a bad reputation? The answer is they deserve it ... sort of.

95% of the people who try a job in sales fails, quits within one year, and goes into another profession.

That means that 95% of the salespeople you've ever encountered were not true salespeople. They were "wannabe" salespeople. They were people that tried a job in sales, stayed in it just long enough to further denigrate the profession with their loud mouths, their lies, their poor work habits and incompetence; then jumped out.

### **Why the failure rate?**

Here's the way things work in this world: When people have no training, no skills, no experience, no expertise, no discipline and nothing going for them, they try a job in sales.

Why is that? Because of the mistaken notion that sales is easy. The phone rings, and you make money. All you need is the gift of gab, know a lot of jokes and be a bit of a B.S.er.

Once they find out this isn't true and you actually do need to know your product; that succeeding in sales requires a tremendous amount of self-discipline and years of self-imposed practice and training, they quit.

To finish the story, they usually go from sales to painting houses, because that's easy, too. Once they find out it's not as easy as they thought it was, they go into mowing lawns, because that's easy, too. Once they find out mowing lawns wasn't as easy as they thought it was they usually become my son-in-law.

It's a shame that so many people who aren't really even in the profession are the ones that are damaging its reputation.

### **Defining Excellence in Service Sales:**

Some people think that salesmanship is the ability to convince people to buy things they may or may not need, and may or may not be able to afford, but we make a commission on it.

Others define salesmanship as "the art of persuasion." That sounds like talking people into buying. I don't like to think I'm "persuading" anyone to do anything.

***The official Tec Daddy definition of excellence in salesmanship is the ability to determine what the customer needs, combined with the ability to convey that you've got it, using the least number of words and in the shortest amount of time.***

When you're running a service call, you're not selling, you're making recommendations, and usually your recommendations, although they may result in a higher dollar amount of the service call, increased profits for the company, and maybe even a financial incentive for you, are made in the ultimate interest of saving the customer money, time, stress or inconvenience.

Don't let the actions of some people in the sales profession affect your actions. Don't be "anti-sales" because you don't want to high-pressure people. If you don't like high-pressuring people, don't high-pressure them. High-pressure sales tactics don't work anyway. Just make your recommendations, then back off and allow them to make their decision.

Forget everything you know about sales and salesmen. Most of what you think about salesman is based on experiences with people who were not true professional salesmen.

If a real salesman walked through the door right now, you wouldn't even know it. REAL

salesman do not wear flashy clothes, gaudy jewelry, talk loudly, tell a bunch of jokes, offer insincere compliments, dominate the conversation, act pushy and use wild hand gestures. The guys that do that are part of the 95% who wash out in a short period of time.

***Good salespeople are good communicators, and the best communicators are also the best listeners. Good salespeople are thoughtful, courteous and always put their customers' interests first.***

### **Discussion topics:**

The suggestion is that you get together with your technicians and have a healthy discussion using the following questions as a starting point:

1. **What is your attitude toward salesmanship? Do you believe salesmanship is required in your job? How important are sales skills to service technicians?**
2. **Is the closing process as a contest in which you are imposing your will on the prospect?**
3. **Is selling a competition between you and the customer in which, when the customer buys, you win and they lose?**
4. **When you close a high-dollar sale, did you do something "to" that person or did you do something "for" that person?**
5. **When you run calls, are you trying to figure out what they want to buy or how to sell them what you want to sell?**

### **Conclusion:**

The people who make the money this world are the people who know how to gain commitments from others ... in other words, salespeople. But you have to be one of the good salespeople, not one of the bad ones.

The best, easiest way for people lacking a college degree to make really good money is to master salesmanship. Good salespeople can make as much money as doctors and the malpractice lawyers who sue them.

**For people in the service industries, your people skills and your ability to gain commitments to buy out of people will have a significant effect on your income. Over the course of a career, the commissions you earn could easily fund your retirement.**

**Contractors: Your financial security depends on your employees' abilities to close sales.**

Speaking of commitments, that's where it all starts. Commit to learning salesmanship and every aspect of your life will improve. Instead of listening to music or talking on your cell phone between calls, listen to sales training, such as my [Slacker's Guide](#) on audio.

### **Charlie Greer Skype Training in Your Shop:**

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meetings have worked so well that everyone who's gotten one has seen an instant increase in sales that very day and booked another.



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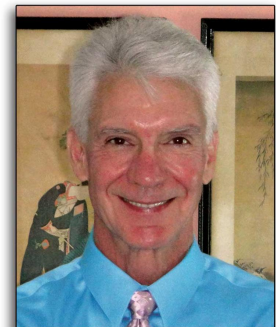


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### **About Charlie Greer:**

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

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