



What is The Purpose of Your Job?



Beloved Member of Charlie Greer's Online Family:

This is the ninth 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.

In case you missed them, here are links to two of my most recent tips:

- [Projecting a Positive Level of Expectation](#)
- [No More ZERO Service Invoices!](#)

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.

What is the Purpose of Your Job?

When I ask that question of service technicians, they tend to say:

- Fix things
- Solve problems
- Satisfy customers
- Make friends.

There is one reason and one reason only why contractors hire techs, put them in uniforms and send them off to run calls; and that is *to generate profits for the company*. You're not going to generate profits long-term unless you fix it right the first time, solve problems and satisfy customers; and I find these things are where techs seem to focus all their energy.

Some people take a self-righteous stance and say they're in the business just because they like to help people. You can lie to yourself, you can lie to your customers, and you

can lie to everyone else you meet; but you ain't gonna lie to Tec Daddy.

You're only running calls because everyone, including you, has to earn a living. The fact that we are in a "helping" profession is a huge plus that I personally feel contributes significantly to my job satisfaction; but the only reason we put up with what we have to put up with on a daily basis, is that we need the money.

We're only doing it for the money, but unfortunately, for many of us, there's not that much money in it.

It doesn't have to be that way.

In every market area I've been to (which is a lot) there are contractors and service techs who are meeting their financial goals. They tend to be grossly outnumbered by contractors and techs who are not.

Why is that?

Obviously, the financially successful contractors and service techs know something that the unsuccessful contractors and service techs don't know.

That "something" could be very simple. They know their numbers.

A business not being measured is a business not being managed.

Very few of the techs I've spoken with are aware of such things as:

- The total dollar amount they generated the previous year
- The number of calls they ran the previous year
- Their average dollar amount per call
- The number of service agreements they sold last year.

Most service personnel are completely unaware of the profitability, or lack thereof, of their efforts.

How much money did your truck bring in last year? How much income did you generate last month, last week or even yesterday? If you're like most service techs, you don't know. Yet, generating a profit is the purpose of your job.

The first thing you can do to get the most out of your career as a service technician is become more aware of the income you personally generate for the company.

Keep accurate records of how much income you generate by the day, week, month and year. That may seem like a lot of trouble, but once you get into the habit of doing it, you'll find that it's not only easy, it's interesting and it's fun.

[Click here to watch the first video of the Tec Daddy series for free, where I demonstrate my personal method of tracking my sales.](#)

Wouldn't it increase your personal job satisfaction to see how, on a daily basis, you're making progress on improving the key factor that is the purpose of your job, namely, the sales figures?

What management can do:

The purpose of management is to help their co-workers succeed.

Service managers should generate profitability reports with (at least) the figures I've listed above, and techs should keep their own records.

Really good service managers sit down with each tech on an individual basis, once per week, for ten minutes. The purpose of that brief meeting is to go over the numbers from the previous week and set just one aspect of the job on which the tech is to focus on improving during the upcoming week. It can be such things as:

- Closing ratio
- Average service invoice
- Average number of tasks sold per call
- Service agreement sales
- Reducing callbacks and complaint calls.

What technicians can do:

Service technicians need sales goals in order to reach their own financial and career goals – and everyone needs goals. How you gonna hit the bullseye when you ain't got no target?

When you start keep track of your own sales figures for your own personal edification, you start competing against yourself to improve your daily average and your per-call average. By default, you wind up setting your own sales goals. When you set your own personal sales goals, there is a better chance you will hit them.

After a few days of recording your own sales figures you'll get a feel for what the dollar amount of your average invoice is. Once you've established the amount of your average invoice for yourself, you'll probably never run a call that results in an amount that is lower than your average.

From there, *set a personal daily sales goal, and make it mandatory.* Goals only work when they are mandatory and time-specific. Setting a mandatory minimum daily sales goal for yourself means making the personal commitment to keep running calls on any given day until you reach your goal. When you are truly serious about that commitment, you'll find you'll hit your minimum sales goal waaaaaay before 5:00 pm every day.

If you're going to maximize your career in service, it's time to *quit playing around and pretending like you have no control over how much income you contribute.*

Since the purpose of your job is to generate a profit for the company, whether you own the company yourself or work for someone else, you're not going to get the most out of your career in service until you maximize the profits you generate. If you're a service tech and think you're working for someone else, you're not. Even as an employee, you're still only working for yourself.

Why do they pave the roads?

So that you won't see the rut you're driving yourself into.

Do you feel like you're in a dead-end, low paying job? You're not.

You just got a raise, and it becomes effective as soon as you do.

CHANGE YOUR COMPANY'S CULTURE!

You're not running a service company. You're running a sales company, and what you sell is service.

Your service techs are your "reluctant sales force." Your success as a contractor depends on your service technicians' success as salespeople ... *and they don't even want to sell!* Scary thought, isn't it?

Every other sales organization, including those which employ only highly motivated, trained and professional salespeople, conduct regular sales meetings and hold regular sales training. You don't. How can you run a sales company consisting of a sales force of non-sales professionals without holding sales meetings and conducting regular sales training?

The recommendation is that you conduct a minimum of one thirty-minute training session per week. The easiest way to do that is with [TEC DADDY'S SERVICE TECHNICIAN SURVIVAL SCHOOL ON DVD](#).

[TEC DADDY'S SERVICE TECHNICIAN SURVIVAL SCHOOL ON DVD](#) is a total of fifty-two 15-20 minute episodes-- enough for a year's supply of professionally planned, pre-packaged meeting with a consistent message. Specifically written for ELECTRICIANS, PLUMBERS, and HVAC TECHS.

This course forces your techs to evaluate their lives, their performance on the job, and their attitudes toward their work habits. Your techs won't necessarily change for you, but they will change for themselves. They need to realize there is a tremendous future in service and that good techs can accomplish any goal in life they want - and Tec Daddy shows them the way! This series is revolutionizing the service industry.

"I was given the DVD's by my VP of Sales to watch before we showed it to the men and, you are the man! They were funny and on the mark and kept you involved. I find that when you say it they listen, any of us say it it comes out BLAH, BLAH, BLAH."



(J.C.)

"52 ready-made lessons for my service techs. You couldn't have made it easier for the contractor." (K.R.)

"I just wanted to let you know that the techs really listen to you in the DVD meetings. I love it, and as far as I can see the techs love it. So, I guess what I am trying to say is, We love you!" (B.G.)

[Click here for details on the Tec Daddy series.](#)

[Click here to watch the first video of the series where I show my personal method of keeping a sales log.](#)

[Click here to watch a video overview of the series.](#)

Other Charlie Greer Audio/Visual Service Sales Training:

- [Who Answers the Phone?](#)
- [Plumbing Service Agreements Made Simple](#)
- [Quantifying Quality: How to BEAT LOW-BIDDERS](#)
- [Over The Top HVAC Sales](#)
- [Slacker's Guide to 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.](#)

[Click here to become a Facebook friend.](#)

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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