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Beloved Member of Charlie Greer's Online Family:

This is the 23rd of an ongoing series of short messages, specifically written for PLUMBING, ELECTRICAL, and HVAC service contractors, service technicians, salespeople, and CSRs.

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.](#)

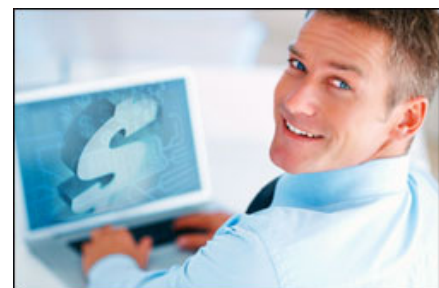
Please spread the word about these free tips by forwarding them to your employees and business associates, sharing them on Facebook, and tweeting them on Twitter.

You received this email either because you either specifically asked to receive it, or you recently bought something from me. You can unsubscribe at any time simply by letting me know, or by clicking the "safe unsubscribe" link near the end of this message.

The photo above was taken at a shop where Dale was doing ride-alongs.

**Are you (actually, your technicians)
truly delivering a Superior Level of Service?
by Charlie Greer**

Dale and I are sales trainers, but the question is, what do we teach your techs? Do we teach them a bunch of word games, manipulation, and high-pressure tactics that are going to alienate them as well as your customers?



No! That stuff don't work! Never did ... never will!

We teach technicians to be more profitable by delivering what we call a 'Superior Level of Service.'

We define a 'Superior Level of Service' as doing a complete inspection on every single call ... every type of call ... drawing up a comprehensive list of every single deficiency they see in order of priority, and going over it with customers.

Bottom line is, the more you see, the more broken stuff you'll see, the more needs you'll uncover, and the more things you'll quote. The more LEGITIMATE recommendations you make, the more sales you'll make. You're doing more for your customers, so they'll be happier. *(Aren't the ones who spend the least amount of money the ones who call in and complain?)*

Follow that procedure on every single call, with every single customer, regardless of the neighborhood (wealthy or 'the hood'), the type of structure (be it single-family home, condo, or mobile home), the appearance of the customer (whether they look like they've got money or not), or how the customer is acting, and you'll make more sales (and profits) while still running the same number of calls. *Imagine making more money without spending an extra dime on marketing or running a single extra call!*

Your techs will make more money, and be more likely to stay with the company.

It's admittedly a simple concept, yet customers can't get that just anywhere. Very few companies do a full inspection on every call ... and even in companies where it's policy, the reality is that very few service technicians do it.

It's human nature for technicians to be more willing to communicate and point out necessities and deficiencies to customers they're getting along with than they are customers who are giving them a hard time, don't seem particularly interested, or aren't overly receptive to their suggestions. We encourage techs to follow the procedure, regardless of all those factors.

Lots of service technicians say their customers won't let them do a complete inspection. I guess that's why techs need someone to actually show them how it's done, in their company, with their customers, using their prices. That's where Dale Mincks comes in.

Two weeks ago week Dale ran calls at a shop that had plumbers, electricians, and HVAC techs. He worked with all three trades. This is the best company in the area. They're so good, that we wondered if we could even make an improvement. (It was my fifth visit there and Dale's third.) Here's what I just received from their service manager:

'The guys are responding well to your training. We have 14 guys that have sold

over \$3,000 between Monday and Tuesday of this week. 7 out of the 14 are over \$6,000. 10 of them have over \$1,000 average ticket. Thanks for all you do. Looking forward to your next visit.'

Here's what I received from the contractor of the shop Dale worked at the previous week:

'In a nutshell, it was quite frankly the best service training that I ever remember having in my 18 years of ownership. I have never seen our techs that involved. The morning classroom session and review of the day before is invaluable. It gives the techs a chance to become comfortable with Dale and allows them to voice concerns and opinions. During these morning sessions, Dale was able to effectively establish himself as a good and honest guy who is trying to do the best thing for the company, the technician, and most of all the customer. It also allowed Dale to get a feel for the makeup of the group and some of the obstacles he faced. We brought in our sales and office staff as well for the morning sessions, and all of them were so glad they attended. The written material is excellent.

'The ride a longs that Dale did with our techs have the potential to forever change the direction of their careers and the profitability of our service department. To a man the guys said that Dale never was pushy or dishonest. One of our techs even commented that he had no idea how 'easy' it is to sell things to people. (Maybe not the best wording, but you get the point.) One of the best lessons our guys learned during the ride-alongs was that a huge part of service is uncovering issues or potential issues to achieve total customer satisfaction. All the techs say that our customers have actually appreciated the courtesy inspections that they have performed. We are currently doubling our average ticket in the three days since Dale left. Thanks guys for this very valuable service.'

It's your decision. Do you want to keep spinning your wheels, spending money to generate service calls and run service agreement inspections that result in '0' tickets? Or, do you want Dale Mincks to come to your shop and show them how to make more money simply by delivering a Superior Level of Service?

Dale still has one week available during the months of November and December, and two weeks in the month of January, 2015.

You've got the money to do this. Dale usually sells enough to cover his costs anyway, plus EVERYONE'S SALES GO UP, AND STAY UP!

[Click here for complete details on Dale Mincks Service Technician Ride-alongs, including Dale's bio, his sales figures, a typical week, more testimonials, and costs.](#)

Have a Charlie Greer Seminar at Your Shop or for your Organization

I've updated my courses to help your people thrive in the tough sales climate caused by 'the new economy.'

In the new material, I tackle such common problems as Internet shoppers and the increasing difficulty of getting all the decision-makers present.

I can come to your shop or organization and do anything from a one-day seminar to a four-day seminar. I usually customize the material for the audience. I can do plumbing, electrical, and HVAC all at once, and I also have separate courses for each of the trades.



I can help your techs sell more service agreements, HALO 5 water treatment, replacement sewer lines, and panel upgrades.

I can teach HVAC salespeople how to handle every objection and how to **BEAT LOW-BIDDERS**.

Contractors I've been able to show the biggest improvements for have had my 2-day service technician course and my 2-day HVAC salespeople course.

[It costs less than you think! Check out my new, reduced pricing, and complete course descriptions by clicking here.](#)

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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