

Don't try to sell additional or upgrades here, my customers won't go for that.

Don't try that stuff here, people are old school and will never go for that touchy feely stuff. Then start complaining that the majority of their clients when offered two choices pick the lowest priced offering. When 3 options are given they still pick the lowest cheapest priced option.

Wonder why that happens? Ever asked why that happens? Would you like to know why that happens? Frequently owners, managers and service technicians answer yes to question 1 and 2. Question 3 they refuse to acknowledge or admit as the correct reason. In their minds it has to be the customer that is ignorant to the information.

## BLAME

The simple and blind truth is the company; owner and manager along with the service technician are to blame. There is a problem with communication. The inability to make a connection with the customer that resonates with him or her. The company is selling a product and service that they want to sell and not selling the products and service to the customer the way the customer wants to be sold.

## TRUST

There is a trust issue. Commonly the owner of this company will deny that the customer does not and will not trust their company because the customer chose the lesser price item. The reason the customer chose the bottom line price the majority of time, you are here and might as well do the job or they have had worse companies in their home and you have been chosen as the best of the worst.

## MISSING SYSTEM

There is a system missing that will allow you and your staff to discover the real reasons that drives the sale for specific products and service. It is extremely important that the company and service technician believes in their system that gives the customer more options, allows the customer to make their own

decisions in their best interest and will allow the technician to discover the customer's reasons for the product and service.

#### ASKING QUESTION

The ability to ask proper questions to discover customer needs and possibly new wants is missing. By not asking the correct questions the customer has limited options that he or she feels is right for their use. The solution must be for the customer and less about the technician's need to repair the product to demonstrate that he or she is the greatest technician on the planet and can repair any product. When the only option is for a repair the customer is cheated and will add a second option. The second option the customer invents is to ask you to leave by saying no thanks to your offer. The time is now to ask pertinent questions that will discover a more creative solution increasing the ability of your product to do new and more things for your customer.

#### QUALIFYING

My customer called me and does not want that frilly stuff. They want to get down to business and not answer silly questions. My job description does not have me understanding the client. I am here to solve a customer's problem. I will give them the right fix for the problem they have what more do they want?

Qualifying the customer has been a major issue in the trade services. The only qualifying in the past was the customer has a product that is broken and needs fixed. Here is the price to fix the problem make a decision. Today's customer is more complex than they have been in past years. The service technician must explore to discover the knowledge the customer possesses. Then take that knowledge and determine what else is involved in the decision making process. The other things involved might be more accessories, ascertain if the customer plans to use the product for more than 1 use or find out if the customer plans to have multiple uses for this product. One qualification may concern the motive to fix or replace the product. The budget is permanently included in the qualification process.

#### COMMUNICATION

Frequently the conversation is 1 way. That way is the service technician's talking. Give the customer more time to express their idea. Let the customer talk more and the service technician less.

Communication with the customer is missing. When ideas are expressed without a concise clear vision the customer is confused to the exact solution that best fits their need and budget. When a customer does not understand the terminology, product and solution 2 things can happen. The 2 things are; the customer will choose the cheapest solution to get by until another day or another company can service him or her. The second thing the customer will do is say no to your offering. Find a better way to communicate the customer's options that paints a picture of ownership and producing the best decision possible.

When the sale lacks communication the customer will throw many stalls that can turn into a no. The service technician will hear I cannot afford this, the price is too high, and I live on a fixed income. Often added stalls are I need to talk to my spouse or partner or I have to think about it. Combine this with call me next week or send me more information to get you out of the house.

The lack of communication will directly affect the next missing piece of the sales puzzle.

## VALUE

I am licensed, insured, have been in business 3 days longer than the invention of dirt. I have the best technicians on the planet and my overhead is heading into outer space. I have more insurance to cover you just in case I make a mistake and destroy your home. I have done work for name your celebrity here and I deliver great work at a fair price. It costs money to run a business so here is my cost to do business. If this is not good enough to do business with me I don't want your business. Quit being a tire kicker, cheap bastard, or time waster. Go bother my competition.

None of the above has meaning and does not define why the customer should use you for the prescribed cure too their problem. Value is not what the company, manager, service technician describes the value. Value is and will always belong to the perception of the customer and what she deems as real value. Value does not have to be real it can be perceived. To the customer it is real and valid.

Value is the customer's choice. Value is what is important to him or her at any given time before, during and after the sale? Value can be different with each client and may change as the sale progresses with each client. The service technician must ask relevant questions to determine what the customer deems as value and valuable. When the technician discovers the value then and only then can you drive the sale to a successful ending that benefits the customer, company and the technician.

Pick one two or all of the above to understand why the company and service technician fail with helping the customer to an enjoyable ownership exchange. Combine the items above and you will discover options are in the best interest to a customer. Give the customer what they want and need and you will find trust, respect, and rapport leading to a long time repeat business relationship that allows the customer the pleasure to purchase from you. All of the above are tied together creating a successful sale.