



Ever feel like you are behind the 8 ball?

Too many plumbing, HVAC, electrical companies are facing the exact same feeling. Refusing to join the year 2011 with the way companies need to do business in today's economic times. Refusing to acknowledge that sales and sales training is necessary for your company will lead to fool's gold. A false sense of security that you can hold out for better times that most likely will happen or probably will happen is not the way to realize your hopes and dreams of running a successful business adventure. Non action has never produced a winning ticket or a winning team. How can non action help your company grow and be profitable?

The belief that sales or sales training is not necessary is a false belief that will lead you down the road of unfulfilled dreams and goals. To use over exaggerated reasons not to use sales training to help grow your company is a ridiculous self-defeating overall view to admit that you cannot deal with or get the concept. Grasp the concept and start revitalizing your energy and focus on what you can accomplish verse what cannot be accomplished. Start growing by planting Jack's giant bean stalk and discover your own golden goose that enhances your ability to communicate effectively expressing ideas that are understood without difficulty.

Paint a vivid picture of a family run business. Over the past few years a profitable company that employed family is able to pay their bills on time and have a little money left over. All of the sudden which is easily translated to over the past ten years something has changed with the way business is handled. Family members have been laid off from work due to a decreasing customer base that has started to complain about paying the same prices they were forced to pay when no explanation was

given in the past. The dollar and the value given are complete polar opposites of what must be given today. The customer's attitude shifts from the center to off kilter due to their outlook and trust on today's economic situations. Customer unrest and lacking trust in his or her future economic condition will force the service trade sales technician to learn and implement different strategies to help guide the customer into an ownership exchange.

Along with the decrease in ability due to letting staff go the company no longer can give timely service. The customer no longer is getting what he or she wants, needs, and desires. Thus leaving the once popular company feeling depressed and unable to perform at the high level they thought they once performed. Now excuses take over for the company and those excuses concentrate on their demographics and the unemployed. This delusional thought process has allowed the once proud business owner to place blame on business failures on the people that at one time supported his or her company. Unable to figure out the clients wants and needs along with the inability to execute the most basic sales communication with the customer intensifies the chance that sales are lost and frustration takes over leading to business failures and ultimately business closures .

Customers are no longer spending money on the reason of just because I said so or I am here from the trade professional and now are asking pertinent questions such as why should you do the job? Today's consumer has many options available to him or her. The internet has given the consumer an amazing opportunity to grab information concerning the issue they presently are experiencing. They also have the ability to ask questions and receive answers from other individuals that have experienced the exact same issues instantly. The consumer can visit professional sites and receive professional advice from other trade professionals prior to you arriving at their home. The wealth of information that the average consumer can now obtain gives the consumer a distinct advantage and prepares him or her with a myriad of possibilities that may or may not be the proper solution.

Join together the information with the economy and now the consumer is in a buyer's world where they control who must earn the right to their business. It does take more from a company and the individual that represents the company to earn the right to do business with the consumer of today. Whoever is willing to give more to receive the dollar that is necessary to run a highly profitable company will be the company that survives the immediate economic climate and will endure well into the future? How do they accomplish the success? They do this with sales training increasing and enhancing their effectiveness with communication.

Having the ability to answer customer's questions and concerns is fantastic however more is necessary. Having trade professional knowledge is still a huge satisfaction point with customers however the

customer must know that they can trust and respect you to give the proper knowledge of their problems or issues to you. The customer expects the trade professional to acknowledge the pain points along with the products and services given that limits or will rid the customer of their problem or issue. The time where trust is given merely because I know my profession and products extremely well and can produce a solution that will benefit the customer is long gone.

There was a time when the entire service technician had to do was show up, take a look, and then tell the customer look this is what we are going to do. Then the service technician would do the job and hand the customer the bill and ask them to send in a check. Many things have changed. The small town mentality has disappeared from the scene even in the small towns. This is where the customer personally knew the owner of the company and their staff. The customer trusted the owner and his name that included family members the customer trusted. In today's market place the customer does not get the chance to enjoy visits from one trusted service technician. They see many different people dressed up as service technicians working for corporations or LLC's and no longer receive the personalized service that came with the mom and pop shops of yesteryear. Some companies have corporate offices in other states or countries and are no longer part of the community where customers watched Little Bobby play baseball or watch Mary play softball. This alone should help encourage owners to seek new methods that inspire and engage the customer of today.

Understanding that today's buyer is more aware and needs more information to purchase your products and service is the first step. Step 2 is deciding how to get this information to the consumer; step 3 is implementing a strategy that will help guide a customer. Start today and get out from behind or underneath the 8 ball. Invest in the future with positive growth and skills that will enhance your position as an authority ,expert and go to person for your customer.