

How does a sales system help the service technician discover client wants and needs?

Service technicians seldom are highly successful when a sales system is not present. The saying fail to plan, plan to fail is a true statement. Flying by the seat of your pants allows you to travel down a road with no idea of where you want to go and how you will get there. At times this is more exciting however more time than not it is also more frustrating to you and those that surround you.

Without a sales system the service technician is all over the place rarely making sense to the perspective customer who wishes to be your client. However the client will not have reasons to be your client and will most likely hold onto their particular beliefs right or wrong.

In order to change opinions and beliefs the service technician is required to throw at the client so much information concerning their skill level and how great they are as a technician. Next will come more information concerning the product the customer may or may not want. Simply put the customer's point of view becomes nonexistent and unimportant due to the service technicians wants overpowering the customer's wants. The reason why this happens is straightforward the service technician does not understand the difference between including the customer in the decision making process and the technician making the decision for the customer.

The tech does not understand that it is the client's perception of value that carries the weight to overshadow the dollar. The company's perception of value and the techs rarely are similar to the customer's perception of value. Having a conversation discussing the important things to the client is essential and is their perceived value.

A best practice with sales is having a sales system that turns into a process that becomes scientific and transforms into a methodology. For me a sales system is a guideline that is followed. It does not have to systematically follow step by step procedures. These steps can be interchanged and intermingled during the sale with only 2 steps that must follow one and the other. Those 2 steps are; the greeting and information gathering time. These 2 must always remain the first 2 steps of the system in order to reach an agreeable solution that benefits the client's best interest.

The greeting informs the client that the technician wants and needs to be there to serve him or her. This must be relayed to the client in plain and uncomplicated terminology. Keep in mind the customer will know within a few short minutes whether they will listen to you or try to get rid of you. The customer will know this by the way you exit your vehicle and walk to the door. When you force the customer to wait for you to get to their door you have created resistance. This resistance can stop the effort immediately questioning the lack of enthusiasm that arrived with you or was left in the vehicle. It is highly important that the tech be prepared to get out of the vehicle quickly and walk briskly to the door. Announce that you have arrived and you are excited to be visiting the customer. Start turning the customer into a client that will use you without delay.

Next is the information gathering time. To help with this step ask for any prior history that your company has on this customer. When there is no history and the customer is a first time customer discovers how the customer heard about you.

When the customer is referred discover all the information you possibly can about the referring source. Become a name dropper with the new customer. Ask the new customer what the referring source has told him or her. This information will be the perceived value the new customer holds. The technician must follow and give the customer the perceived value. These are items that are important to the customer.

Follow the same concept with your web page, yellow page advertisement, or you tube video. The customer will tell you what is important instantaneously when you ask the question of why you decided to call me at this time. When the customer has told you why they have called you now have determined the customer is ready, willing, and able to purchase your products and service. Do not let a bad attitude determine and affect the outcome of the sale.

This information is gathered prior to investigating the problem, a solution, and presentation of the solution and price. With this information you have the ability to discover what is called predictable behavior. The very least the technician is going to receive is a repair of the problem. Now is the time to discover the wants and needs portion of the sale.

Words are a tool and everybody can use them. A simple word and wording can change the meaning of a sentence and lead the client to victory or the tech to defeat. When you are looking at the problem look at the client and say I can take care of that. Frequently a tech will say I can fix that and the client immediately states I do not want it fixed. The client has a preconceived notion that you are in a repairing

mode and will only repair the problem. I can take care of that gives the impression that it can be repaired or replaced, whatever the client wants. This also gives the tech the permission to talk about repair and replacement of that particular item. Remember the client may not have given much thought to replacement and may not recognize that it is a viable option.

A best business practice is to give the client a home inspection. When this inspection is given is up to you. A preferred practice is before the presentation of solution and price however it can be given at the end. This inspection is designed to inform the client of preventive measures that will save the client time and money in the future. It can also give the client time to increase the family budget to include specific items to repair or replace.

Performing the inspection first allows the tech and client to agree on accepted preventive measures on additional tasks that will receive attention today. It is easier to gain agreement on additional tasks up front prior to agreement on price and solution. Once agreement is gathered it is more difficult to gain agreement on a second price today. It can be done however the client has in mind a set price to pay today and to change that opinion and fact can be more difficult after the original agreement.

Presenting all information including preventive measures at the beginning allows the technician to make a statement at the end that will suggest to the client that you have time to complete other additional tasks the client has said no to earlier. The service technician must keep in mind that clients can and often times do say no 7 -20 times depending on the sales gurus. Do not fear the reply of no it is not personal and does not mean that the additional tasks will not get done later. You are the professional and consultant and the client will remember you have given them information for the future. It is a difference maker and separates you from the competition.

Today is the day to start giving your client the best that you can offer. Discover a system or guideline to follow and become the service provider that you have promised to your client. Help guide the client into fantastic decisions that will help save time and money while improving their living conditions. Make it easy for the client to decide to use you and become part of your extended family.

