

How much time do I spend with each client?

Time can move slowly or rather quickly. Thirty seconds can feel like a lifetime and two hours can be too short. A client will decide in a matter of seconds if he or she will be receptive to the sales professional. A decision can be made on appearance, posture, or hair. The decision can be made on how rapidly the sales professional approaches the client home or the reverse how slowly he or she approaches the home. A decision can be made on the greeting of the client or the smile. The client is the only person that knows what will help make a decision at that point.

How much time do I spend with a client is a question that often materializes during conversations with service technicians. I always answer the same way and that is as much time as necessary to discover the client's wants and needs in order to give the client a fantastic solution to their issue or issues.

Time is a funny thing that it can be short or take hours. It depends on the quality of questions and how much time the technician wants to invest in getting to know the client. It depends on the solution is it a long term solution that addresses the cause or short amount of time addressing the symptom. I prefer to give a remedy that addresses the cause and get to the root of the issue that is causing the symptom.

It is imperative to understand and have knowledge if the issue has happened in the past and what was done to stop the problem. Once this is discovered then it is time to understand what the client will want to do at this time. Will it be to fix the symptom or fix the item that is causing this to happen?

Some of things that are known at this time, the number of times this has happened to the client and realizing that there is more to the problem than what has been diagnosed in the past. This is at a point that gives the technician the upper hand over the competition due to asking engaging questions that discover what the potential cause to the problem is and how to overcome the problem. A long term solution can be given to the client and he or she can now make a decision that is in their best interest.

When a service call is set up with a new client the technician should take extra time to get to know and educate him or herself about the client. Discover the client's motive and mood to move forward. Identify the personality of the client to help guide effective communication with him or her. Understanding the knowledge that a client holds concerning their issue will help guide the client to the proper decision on the solution and new information that the technician provides to him or her.

Existing clients require the same amount of time. The conversation should cover the new issues and discussing items that were and are important to the client from previous experience the organization has had with the client. This is discovered by asking for client history from the dispatch office.

How much time this takes is never constant or consistent and in some cases less than fifteen minutes and in other cases a couple of hours. It is relative to the number of additional sales that the client may choose and how much information the client requires of the technician in order to make the best possible decision for him or her. Take the necessary time to be successful and have the client have an enjoyable experience.

It is difficult to not let outside interference affect the process however never allow this to take place. The client will sense that there is something getting in the way and feel pressured. This is where the client will stall with making a decision. No one wants to make a decision without having all the options explained and taking the proper amount of time to diagnose which option is the best possible plan to move forward with today.

Never worry about having to go on the next service call. The organization and call service center should be able to handle any situation that is preventing a smooth operation and rescheduled any service calls that must be rescheduled. If this becomes an issue the call service center needs to adjust their thinking and performance. There is a need to start under promising and over delivering their service instead of over promise and under delivering service.

The sales technician must not allow personal issues to enter the work day. It is a must to separate all outside interference from the sales opportunity. All thought and effort is placed on the client and solving their issues. The sales professional's personal problems are not the problem of the client and must remain that way. Place all your efforts on helping the client get what they want. This will give you the proper amount of time and energy to place on each client.

Spend the proper amount of time with each client to insure a successful enjoyable ownership exchange. Start today to increase your efforts to understand and know each client and how to satisfy him or her. Start investing your time with the client instead of spending time with the client.

