

*I Keep Holding onto Yesterday's Strategy*

Batting those baby blues wondering what more can I do? Give me a little more you. Frequently sales service technicians hold back questions that drive more wants which uncover more needs for your clients. Why does the tech hold back these questions?

With sales training a technique that is often taught is to ask questions. When technicians hold back from asking questions the sales coaches, managers, operators of companies must ask more questions to discover why the technician is holding back on those questions.

Reasons technicians hold back;

Do not understand the power of questions.

Do not understand what type of questions to ask.

Do not understand why the questions should be asked.

Do not understand the affects of additional sales, with the business and with clients.

The training has not delivered a clear concise plan to open their minds to asking the proper questions.

The proper questions to ask have not been defined to the techs.

Technicians have been told to ask questions and have not discovered what type of questions to ask

The technician believes he or she is just a trade's person.

The company itself has not been properly trained to stand behind the training and keep ongoing education fresh and alive. There is a lack of commitment by the company with the training and sales effort reinforcing the belief.

Once the sales training has been applied the training disappears.

No belief in the sales training and efforts.

Little belief in the sales training and that it can be beneficial.

The technician is unable to understand the client and their wants and needs.

The technician does not want to sell.

The technician does not care.

All but one of these can be addressed and a resolution put into place that will establish a working agenda. Decide to resolve the issue or issues that plaque the technician dragging them down a road that has each technician in a routine of failure and misery. Secure a strategy that will arrange and organize the technicians putting them in position for success.

The technician that does not care will need replacing. There are no ands, ifs, or buts. This person is one who will refuse any and all help you offer. This person will drive the rest of your staff down a path of indifference that will be passed off onto the client. When an organization allows one person to deviate from the goals and objectives of the organization others will soon follow down that path driving failure and morale. Success like failure is similar, in that they are both contagious with the people that surround an organization. It is by no means too late to implement new strategies to garner success. It is only too late when a decision is made to do nothing.

Do not let non action melt your dreams, goals and objectives for a successful business. The time is now and the place is right here. It is yours for the taking. What is necessary is that all important first step followed by the second step leaving behind the inadequacies and ineptitudes that escalates into a field of failures.

Give your technicians a fighting chance to succeed. Choose the proper training that will enhance and increase the ability of each and every technician. Help expand their comfort area increasing their communication efforts with the client. Help develop a strategy driving success and the technicians yearning for more sales education. Nurture an atmosphere that empowers the technician in the direction of wanting more out of themselves and their peers.

It is amazing what ordinary people will do when they are supplied with information that educates and motivates them driving their potential to a different and higher level. Ordinary people become extraordinary when they are sanctioned to do so. Todd Rundgren has a song called "Just one victory" and in it is a powerful statement. The statement is; words become a tool and anyone can use them. Consent to a different and exciting innovative way to do business becoming distinctive with your clients while being remembered. Pursue a novel approach to business using contemporary measures to succeed.

Facilitate your technicians to discover a new world giving them permission and cause to ask questions. Do this by giving the technicians additional education. Informing each technician with what questions to

ask and why those questions should be asked gives him or her incentive to ask those questions. Stop holding onto yesterday and reach for today and tomorrow. Give your people a chance to believe in your system and strategy.

Discovery of why things happen permits you to make the necessary changes to support and emphasize the essential strategies to achieve success. Start with discovering why your technicians are finding it difficult with obtaining optimal success with the current strategy you employ in your business.