

Strengthen your sales efforts with a different point of view.

It is possible to grow during these economic times. Many organizations have not discovered a way to change the direction the organization and are failing to look at organizations that are successful. It is now time to look at how franchise companies operate and copy their actions. It is time to focus on the items that matter controlling spending, spending more wisely and setting up a system with guidelines to follow. The time to freelance and wing it are over it is time to gain discipline and act with a clear concise vision where to go and how to get there.

The time is now to evaluate your service technician's capability to help direct your clients to a successful ownership exchange. The time is now to train your service technicians enhancing their ability to engage your clients with effective successful communication painting a vivid picture of ownership. It is essential that the organization choose the correct and proper training highlighting education that will enhance your service technician's aptitude, attitude, and skills while increasing potential and realizing that potential. How do you as an organization accomplish this feat; by discovering training that focuses on your technicians and applying that training to each technician's personal ability. The time is over for group training where one size fits all and a do this mentality just because I say to do this. The training should provide reasons to do the steps and show why the guidelines work.

Typical training tells the technician how to answer a customer's objections. It also tells the technician how to ask for the close. The training should show the technicians and inform the technicians how to incorporate common objections into their presentation that will do away with many stalls. Explaining why the technician receives the objections and difficulty with closings is a fantastic start. It is essential to inform the technician and teach a system that transforms the opportunity into one smooth process that has one obvious conclusion for the client that has a gradual consent. To accomplish this discovery of where the technicians head is at is mandatory.

I need help, I want help, and I want to do better. I do not understand why these things are happening. I am following the system but it does not work. What works for you does not work for me. My customers are different than yours. These are statements made to me by some ineffective service technicians. Discovering why a system is not working is crucial. Once an understanding of why and how the broken pieces can be fixed repaired or replaced. Frequently it is a matter of not understanding or misinterpreting the system, rarely is it a flat out refusal to implement the system that is the problem. It basically is a matter of not knowing how to start, what to do to get started and managing time to get

started. In sales questions must be asked; open ended questions for discovery and closed ended questions to confirm.

What are you doing to get help? Nothing. I want help. What are you willing to do to receive this help? Nothing. I want to do better. What are you doing to get better? Nothing. Do you really want help? Do you really want to get better? Will you do something to get better? What will you do to change the situation you are in and what are you prepared to do to make effective changes that will improve and enhance your abilities and daily activities? The answer of nothing will not equate to refusing to do anything however we must discover what is meant by nothing.

First and foremost there is a need for the organization to get behind their sales system. The organization must believe, practice the sales system and hold the organization and its employees responsible for their best practices with performance, training, and a clear vision to follow their best practices. Without this the staff will create a feeling that the procedures are unimportant enough to follow. Missing is the discipline to follow the steps for a successful sale.

When inspections are required many sales service technicians half heartily follow the guidelines for the inspections. They may go through the motions with little or no belief in the inspection and the opportunities it will create for the client and them. The technician will dismiss and miss many of the opportunities that are present. Discussing the inspection with a struggling plumbing service technician last week I asked him what he did. I change aerators was his reply. This technician rarely receives additional work from his clients and frequently compromises price to receive the work that is completed. What else do you do when changing aerators? His reply was I look at stuff. Talking with The top technician at this company his reply was I make sure the plumbing equipment in the home is working and in top condition. I look at the drains and run the water, service the emergency shutoffs, look at the water heater to make sure it is working properly, and I give the client information about his plumbing and suggest preventive measures to keep the equipment working in tip top shape.

What a substantial difference between the two technicians. One works his craft the other walks through the motion. One believes in what he is doing the other is collecting a paycheck. One tech is interested in his work the other is not. One practices his routine and follows guidelines the other is just there. One wants to help his client the other thinks he is helping the client. Which one are you? When a technician does not care it is time to replace that technician.

A best practice to help facilitate change is to discover the thought pattern of the technician. Understanding how a service technician perceives the client's actions, reactions, and statements will give clues to the technician's view of the client's wants, needs, and desires.

The struggling technician started discussing a recent service call. The client was a young female that purchased a home as an investment to rent or flip. There is a water line leak under the concrete slab and she expressed an interest in re-piping the home. This is a major investment especially with a newly purchased home and the client articulated the need to receive a few different quotes prior to making a decision.

A price was given to re-pipe the home. There was sticker shock. A previous quote she received was under half the amount this tech had given. I stopped the technician at this moment and asked what did you think when she informed you of the other quote. His reply; my price was too high, she is wasting my time. Asking more questions it was soon discovered that the client made a few statements that should have clued the technician to think a different way. The client had stated she liked how professional the techs looked in their uniforms. She mentioned the difference in truck appearance and that this tech's truck was better stocked, looked nicer, and he had parked on the street instead of the driveway. The client liked the questions asked concerning use of the home, how long she planned on owning the home, and her future plans for the home. The client brought out the previous quote and handed it to the technician to take a look at and comment on the difference. Instead the technician looked at the quote and immediately felt as if he had no chance at receiving the sale.

When we change our perception of our client's statements we can now look at the opportunity from a different point of view. For example in this particular opportunity if we change from a negative to a positive outlook we would understand the client expressed to us her dislike and discomfort of another company and the unprofessional attire, parking in the driveway blocking her from getting out and trapping and forcing her to listen to his proposal. If we take the information given we can assess that she did not trust the previous person giving the re-pipe quote and was asking us to give her more information to justify spending the extra money to have you do the work. From this perspective I now have a positive reaction re-enforcing that the client's perceived value, will be the driving force behind the decision. This particular client wanted to hear reasons to use you for this job. What she received was confirmation that the best choice was the previous quote.

One of the first actions to take to improving is modifying the way you perceive the statements and actions of your clients. To gain information and more clarity ask questions the client can answer. Once

we change the way we look at things we can now enjoy an altered perspective that suggests a different action that positions the client and you towards an enjoyable ownership exchange.

The time is now to start growing your business with a different approach that defines a different point of view. Understand why the client states and phrases his or her sentences and discover the true meaning that allows both you and the client to move forward.