

Sales and client rejection in the service trade industry

In the service industry customers may reject the service technician's offer. There are many reasons why the client will not say yes to an offer. The very first thing a service technician must understand is why a customer rejects you and your proposal. Often it is difficult for the tech to take a step back and understand the real reason.

Speaking as a technician I remember the days when I would blame everything and anything other than accept the real reason a customer would reject my product and service. Frequently the customer was a cheap son of a gun, or was not serious about their situation. Another great excuse would include the customer lack of funding for the operation I was about to propose.

The one thing that I knew that is 100% right on and is the real issue with my proposal or problem was me. I did not connect on several key points that helped turn the customer away from being my client. Keep in mind that there is no super service sales technician that will always sell 100% of the service calls. There are people who will never be your client and we must accept that fact. However the customers that are potential clients are much higher than you can and will imagine until you start understanding and opening up your mind to the game of sales.

The game of sales is made up of three parts. The first is to understand yourself and know you do have the capability and capacity to sell. The second understand the potential customer. The third is finding a sales system that fits your ability, style, and communication level. The fantastic news is all three of those things can grow as learning increases and you implement the ideas into the sales system and your daily life.

There are numerous reasons why a customer rejects your proposal these are a few;

1. Lack of respect for the profession
2. Indifference
3. A condition exists
4. Trust is missing
5. Misunderstanding the solution
6. Misunderstanding the urgency
7. Minimum rapport
8. Value is not recognized

The first thing each service technician must recognize is it is not personal. It is extremely tough to accept another person's rejection of your proposal as not being personal. However the customer does not know, understand, and in most cases cannot and did not relate to you.

In some cases with client rejection, the service technician should use that rejection as a qualifying tool to get to a no as fast as possible. This will prevent you from wasting the customer's time. Trying to convince a person that is of a different opinion typically will not equate to a change in opinion. What is essential to each technician is to understand who will purchase and who will not purchase your product and service. When a client shows indifference or lacks respect for the profession there is very little you can do to change this opinion.

Trust is another issue and it is essential that you earn the trust. There are many ways to build trust. One way to gain trust is with communication and getting to know him or her and keeping that conversation about them. During the conversation discover what is important to him or her. It is very possible to discover motives, moods, and personality during this stage.

Following a set system is another fantastic way to build trust. A set system will define the professionalism that many customers are searching for when it comes to reliable, knowledgeable service technicians due to past experiences with other service personnel. In our case we have determined what our system is and our customers can view it for themselves on our web page. We explain our experience, company values, and our inspection. The customer is exposed to our way of doing business and has a certain expectation before the tech arrives.

Misunderstanding the solution can be avoided when we discover the proper way to express ideas to our customers. Once a discovery of the client's communication style we can now communicate on their level of understanding. Frequently a skeptical client is one that does not understand our solution and proposal.

Some clients may not understand the urgency to complete tasks. There is a necessity to make sure the client understands the consequences of non action. There are many ways to get your client to understand. One way is to be blunt and tell them; however a better practice is to guide the client into telling the service technician what can happen. Typically a client will believe his or her words that come from their own mouth before they will believe words from a stranger.

Rapport is missing. It is extremely difficult to convince, guide, or persuade a client when communication is lost. Find something that interests the client and start to build rapport with him or her. The client's comfort level is a must when you expect the client to buy into your proposal.

The client feels the dollar outweighs the work to be completed. It is vital to discover the important things to the client. Deliver on those important items and concentrate your efforts on them. A client's perceived value is extremely important to sell additional tasks and believe in you.

When a condition exists discover what it is. It may be as small as terms or as large as I am broke. Once a condition is discovered there is a way to work within the boundaries of that condition to provide a solution that will fit the client's condition.

Discover why a client rejects your proposal and start enjoying greater success with your sales efforts. This will aid with increasing your earning potential and building confidence with what you do as a sales service technician.