

What was you thinking about spending today?

Talking with a service sales technician the other day I was asked several questions concerning the outcome of a service call REGULARLY a service technician will explain partially why he or she felt a call went south and the client did not move forward with him or her. Generally the reason a call fails is due directly to the service technician's inability to communicate effectively with the client.

In this particular case there is more to it then what is stated and that is a normal occurrence when important details are left out of the equation. The technician was asked more questions by me in order for me to receive additional information concerning the client. The more questions I asked the more in tune I became with the reasons why the call failed. After a few minutes I asked the technician if this client seemed to be an arrogant ass. Absolutely she was replied the technician.

The client told the service technician that this was more money then what she intended on paying for the task. The client is a realtor and helping her client to sell their home. This person was being nice without wanting to insult the technician. This was her way of saying get out of here now please.

There was no value, no reason to complete the task, no sense of urgency to get this out of the way once and for all and that led to a no decision. The service technician failed to understand the core essential rule of sales and that is communication. People like to buy and make decisions from a sales person that is more like him or her and that includes your speech pattern, words and the proper use of those words.

A service technician must wear many hats and be able to adapt to the different personalities and walks of life. There must be an ability to convert the communication style to the client's education level. Staying the same with every client will come across as condescending to a few and to others it may come across that the client understands and knows more about the product and issue than the sales service technician happens to know. Still others may feel that the service technician is talking down to him or her and their education level will not matter. Using terminology that is familiar to your professional trade is worthless communication to the lay person. It will affect trust and the ability to convey concisely that you are the expert and not some person thrown into a truck and sent on their own to figure out whatever it is that is needed.

It is a matter of education and the level that you hold. Use grammar as a tool to help guide, influence and convince the client to make the correct decision to work with you and not the other company. Use words that engage and peak an interest to listen, learn and to eventually move toward the decision of buying today. In this case the sales service technician asked the realtor what was you thinking about spending today? The realtor replied that is none of your business. The reason for the back lash from the realtor the technician was not on the same level and trust was missing from the equation. How could the technician understand and know how to fix the problem when it is apparent that he lacks the ability to communicate properly? Perhaps this is an isolated instance and in most sales opportunities will not occur however it does happen and you the sales person must be ready to compensate and overcome this issue. Learn to master the English language and the proper grammar and use it as a tool for success instead of failure. Please do not think that you must be an editor for a publishing company. Starting sentences with I seen or done did that need to be abolished from your daily speech habits.

The sales person may have success at receiving from the client the simple task that he or she was called to their home however it is highly unlikely that additional sales will be gained unless the client adds these favorite words that all companies love to hear, by the way or while you are here. Make things happen and increase your ability to communicate effectively with your client. The sales technician must engage the client to want more desires. Use words that paint a picture of ownership with the client visualizing the use of the product and service that you give him or her.

Expressing an idea that drives the want to have is ideal and the only way we can do this is by the use of words that articulates a point of view that is concise and precise that can be accepted rapidly by the client. It is definite and there is no reason not to move forward today. The only decision is to move forward and make it a thing of the past and move into the future. Often the service technician uses words that are indecisive and can relate an idea to the client that it is fine not to move forward today as long as it is accomplished sometime in the future. It will never be cheaper than it is today. There are very few products over time has a reduction in price. A very high percentage of products and services do increase in value and price over time. By all means all tasks are important to complete at this time. The sales technician must be convinced of this in order to convey their message to the client.

Start today and allow your words to help influence, guide and convince the client to an enjoyable ownership exchange. The internet is a fantastic place to discover help with your grammar and putting words together that engage the client to a call of action. Start today to turn your clients on instead of having them tune you out.

Using words as a tool can bypass costly self inflicted wounds and help with a successful selling strategy. When you must state; what was you thinking about spending today try turning it into how much too much? Asking the client to inform you why he or she feels that the price is too high. Start enhancing your ability to increase the company's earnings and yours.