

Will the means justify the end with sales?

Will the means justify the end with sales? Are service technicians selling to sell or is there a just reason to push their products and services? To what extent should a service technician try to sell their solution? How dangerous is the situation and will the magnitude of that dangerous situation change how hard you sell? Should there be a correlation between the sale and quality of installation? Is it satisfactory to use a negative suggestion to compel a client to move forward today and purchase your product and service?

The questions above have taken shape in recent weeks with discussions in the midst of other contractors. Recently I discovered that many sales service technicians are having great difficulty being a judge and jury to their own ways and means. Driven by greed some techs believe that the end justifies the methods. The lack of continuing training and educating has a great deal to do with the misunderstanding of some of the tactics and techniques used to create more sales. Every now and then success has a way to blind a company and their service technicians and prevents the indispensable need for continuing training to keep everyone on the suitable path and steps with sales.

With this attitude the quality of work will suffer and the installation method is questionable. The idea is to blow through a job to get to the next job and make as much money as possible. This leads the technician to tolerate shortcuts to make the repair or replacement of the product and service in lieu of speed. This then leads directly to poor service, service after the sale, and ultimately cheating the client to what they deserve. Do what is right and help the client during all phases of the sale.

Recently quite a few service technicians have told me they use the phrase; because it is old and needs to be replaced as a valid reason to make an unnecessary repair. It is an unnecessary repair or replacement, stop cheating the client. There must be a valid reason to propose some type of change. There must be some type of need that is not fabricated in order to make a quota. The technician is there to serve the client. The client is never a tool for the technician and company to use.

A dangerous situation in a client's home that can produce disease, sickness, and affect the health of all people in that home is a sticky situation. A heating unit that is allowing carbon monoxide to escape into the home, a broken sewer line allowing fecal material and bacteria creating an unhealthy situation, an

electrical line that is arcing that could cause a fire , begs for an answer to this question; how far should the service technician and company go to make the sale?

No one should live in a dangerous situation. A home owner's home is theirs however this alone will not grant the home owner absolute power to decide not to make the necessary repairs or replacements. The home owner's duty is to create a safe and working environment. This will not necessitate that I must do the repair or replacement .Nevertheless it is my responsibility to make sure the home owner does move forward to make the necessary changes. Of course I would hope that he or she would choose me to continue with the job and it is up to me to persuade, convince, and guide the client to that way of accepted wisdom.

How extreme the service technician is determined by each individual's ethics and morals. The client must be informed of the danger and what will happen with non action. In the case of carbon monoxide, turn off the appliance so it will not work. The electrical apparatus that can cause a fire must be addressed. The electrician must disconnect the breaker so that appliance will not work. Shut off the plumbing fixtures that are affecting the drains. Sometimes the company and service technician may need to call the proper agency and authority that deals with this type situation. This must be completed whether you receive payment or you do not receive payment.

Some companies believe it is their duty to stay and force the client to make a decision today and move forward. The end result justifies the means. In the case of dire and dangerous perils it is ok to use methods to force the client to understand the grave situation he or she presently faces. Under no circumstances should the home owner be forced to use you to complete these repairs or replacements. It would be fantastic if the home owner chose you to make the repairs that you notified them of instead of calling someone that used to take care of them. My reason for this is the other company did not take care of them and did not inform the home owner of the circumstances and the home owner deserves better than that from their service provider. This uncaring company has left the client in a dangerous situation and has allowed the client to live in that condition. That company does not deserve to stay in business.

The home owner must know, understand, and acknowledge the problem. Whatever is considered necessary to express the idea in a clear concise message to the home owner that inaction will not be tolerated would be fine as long as the home owner is not forced to use you. Remember ultimately it is the home owners decision whom to use.

Whether you are the cheapest or the most expensive company the quality of workmanship should never be compromised even when the product is of poor quality. We are all human and will make mistakes. Own up to those mistakes with diagnosing the job. Frequently the client will understand that unforeseen obstacles enter into diagnosing a problem. Sometimes the company and technician must take responsibility for the mistakes with the diagnostics and eat the extra costs when an error occurs. Never compromise your integrity and always do what is right by and for the client.

Many sales organizations teach negative selling. They do this because it is easy to teach and a tech can be thrown into a truck right away and start turning dollars. Negative selling is informing the client that the drain cleaner they are using can spit when mixed with water and blind the user. This needs to be repaired or replaced because it is old and can cause a massive flood or damage to your property. If you the home owner do not make the repair you may find yourself on a Friday night or returning home one night to find the problem. Frequently it is followed by something that suggests this; do you want to wait until then or take care of it now. Fear of something is a great motivator; fear of loss, fear of a decision, fear of a bad decision, or fear of disaster replaces value and leads to buyer's remorse that someone else with the company must answer. Nothing can replace a client's perceived value especially when the tech places their perceived value in exchange. In the end the company gives money back to the client or a return trip is necessary to deliver value after the fact. Either way it is extremely difficult when value is misplaced by the service technician and is not a win win situation for the client or company.

Typically when negative selling is used by the service tech the client has made the decision to move forward simply because it made sense or you are there and might as well finish the job. It is an elevated pressure condition for the client and technician. Many service technicians fail with this style of selling due to feeling it is high pressure and they are low key personalities. Commit to memory it is not what is stated, preferably it is how it is stated that will compel the client to act. I have a drain product that is organic and does not contain harsh chemicals that can cause harm to you and your fixtures as opposed to this has acids in it that can blind you and destroy your fixtures and you should not use it.

The time is now to learn new techniques that excite, induce, and engage the client towards an enjoyable ownership exchange. The client arrives at this decision due to the information received from the service technician and it is a natural conclusion for him or her. Never let the means justify the end and start today having an enjoyable ownership exchange that allow the client to be 100% satisfied.