

What are you willing to do to enhance your value to your company?

Typically when new employees enter into new company and their sales staff there is a strong belief that he or she will automatically become the top sales person in that company. Their past experiences and successes have given the new hire a sense of security and confidence. There is an idea that this is easy and I can establish myself quickly both physically and mentality and show everyone just how good I am. This attitude is loved by management and sales jobs require this type of thinking with that attitude.

Traditional sales training within the service industry with organizations are generally composed of riding with a few of the service technicians to learn the paper trail invoicing, and pricing. Today's economy forces a service construction trade organization to rethink and review how and why a new employee is trained. It no longer is a matter of showing up at a client's home, investigate the problem and assume the client will automatically accept your proposal and that you will do the job. Today's client requires more from their service technician's then showing up at their door step.

One of the major changes with today's client is with their decision making and ability to choose an organization. In the past the client chose by the yellow page add in the phone book and or a referral source. Whatever advertisement appealed to him or her or how cute the advertisement is helped make the decision.

The same is not true today! With the era of the computer age clients have the ability to check out client reviews, check with family, friends, and participate in on line conversations with other people, hear discussions at parties, receive information from the local community organizations thus forming a better opinion and expectation of any organization before choosing. The days of showing up at a client's door, taking a look at the problem, and stating it is what it is and this is how it will be fixed is no longer an option for many clients. This attitude is no longer accepted by clients as a reasonable offer to do business with him or her successfully.

What is required of the service technician today? The service technician must have the ability to communicate effectively with the client. The knowledge of their profession is no longer enough. This behavior change for service technicians is proving to be the most difficult area to transform and adapt to the clients emotional and logical needs. Empathy with compassion that provides passion describing the enjoyable ownership exchange is essential and the old way is no longer an option to provide to him or her for a successful sale.

A service technician's knowledge of their profession is unimportant at the very beginning of the relationship and rapport building. There is a time where this professional's knowledge will be required however it is not needed or welcomed until it is necessary. The time where it is necessary is determined by the client. It is when the client asks questions to gain more information that he or she deems important or at the presentation of the solution and price that paints a picture of why this issue has happened and how to fix the issue and then how to rid the client of the issue.

It is not necessary for the client to like the service technician however the process is much easier when the likability factor is present. Whether the client likes the service technician or not what must be present for the sale to move forward is trust and respect. Without these two items it will be very difficult for the sale to move forward.

The modern buyer wants more effort from a service technician to gain their trust and respect. Answering questions and concerns is vital and will affect the outcome. Often the client is discovering this respect and trust outside of the issue that he or she has called the organization to repair or replace. It may be an emotional issue that is highly personal to the client. Recently I had the opportunity to visit with a young lady that just experienced a divorce. The divorce has taken a toll on her emotional ability to make decisions and it arrived at a very difficult time in her life, right before Christmas. I made the decision that this is not the right time for the sales person's hat however it was the right time to build a relationship with empathy and emotion and for the future. It is a time to help guide the client to a proper decision in a few months when her emotions calm down and allow her to make a decision with ease and no second guessing. We were able to help her with the immediate problem and discuss options that will require a call to action. Many organizations would have taken advantage of this situation to sell a product right or wrong to this client and receive a phone call or letter explaining that she was taken advantage of during a low emotional period for her. Chances are that this message would be relayed to other potential clients. Do what is in the best interest of the client at all times and never allow the benefits to the company to override good judgment.

Understanding the client is fundamental and an element that is required with today's client. With this understanding the service technician has a greater ability to give the client what he or she needs instead of giving what the service technician believes is the right thing to do. It is a difference between knowing or thinking it is known and is a much better way of doing business and earning that business from a client. This is another behavior change in the service industry. What a service technician knows and their opinion is not relevant until the service technician understands the client.

The time is now to include the client in all phases of the sale and service. This decision belongs solely with the client and not on the shoulders of the service technician. Often service technicians force the client to make a decision based on the service technician's opinion with no options. This is not the service technician's decision to make. Let the client decide exactly what is in their best interest. The service technician engenders a feeling of importance when the client is included in all phases of the sale and service. Start today and enjoy a fantastic selling system that demands success and deliver that success. These changes in behavior and work culture will bring immediate returns that will allow positive outlook that will create a fantastic atmosphere that compels the service technician enjoy what he or she does on a regular basis crafting a can do work culture.