

# Keep It Short & Simple



## **Beloved Member of Charlie Greer's Online Family:**

This is the eighth of an ongoing series of short, easy-to-read messages, specifically written for **PLUMBING, ELECTRICAL, and HVAC** service providers. You can save these messages, print them out, and use them in your sales meetings with your staff.

In case you missed them, here are links to two of my most recent tips:

- [Projecting a Positive Level of Expectation](#)
- [No More ZERO Service Invoices!](#)

## **Why is it so hard to get people to make a decision?**

Ever had anyone say, "Sounds good. I just want to think it over"? Usually that's a veiled price objection, but there are times when they just can't make a decision.

A good closer is someone who is good at helping people make decisions. That's not just a play on words to make being a closer sound nicer than it really is. People really need help making decisions!

Decision-making ability is one of the most important abilities you can have, yet we rarely talk about it. Most people have difficulty making decisions. Very few people have ever taken a course on effective decision-making.

Your life, as it is right now, is nothing more than a result of the decisions you have made to-date.

Many people will avoid making decisions at almost any cost. Ever go out to lunch with a small group of people? The first challenge is getting a decision on where to eat. Once you all get there, at least one person will have to ask everyone else at the table what they're having before they'll make a commitment and order something for themselves.

## **Lessons learned at the video rental center:**

I walked into a video rental center on a Sunday afternoon, explained who I was and that,

with their permission, I would like to quietly stroll around for a few hours and time how long it took people to pick out videos.

The average time it took people to pick out a video was a whopping forty minutes! This included a few people who left their cars running, barged in, grabbed the latest video on a front display and got back out the door within two or three few minutes. Others had to look at every video in the store ... and then still couldn't make up their minds!

These are the exact same people you're sometimes asking to come up with a month's worth of take-home pay to solve their problem ... and wondering why it's so hard to get a decision from them.

So, why is it so hard to get people to make a decision?

**Statistically speaking ...**

Half of the people you've ever met, worked with, or tried to conduct business with are smarter than the other half. That half-way mark is called the "median." The sad truth is that the median level of intelligence is kind of on the low side. That's not my opinion - you can look it up for yourself.

The U.S. is about 5% of the world's population, and we take more prescription drugs than the entire rest of the world combined. Americans consume 80% of the world's pain pills. That equates to more than 110 tons of pure, addictive opiates every year.

Antidepressants are the most common prescription medication for Americans age 18-44, and the third most common drug across all ages.

23% of American women in their 40s and 50s have been prescribed antidepressants. Isn't that our primary demographic in service?

About one-quarter of all the adults in America and around the world have a mental disorder of some kind. 20% of Americans now take at least one drug to treat a psychological disorder.

This epidemic of prescription drug use grows worse every year.

The bottles these pills are dispensed in have stickers on them that say, "May cause dizziness or drowsiness," and "Do not drive while taking this medication until you know how it will effect you."

**What the statistics mean:**

Use the "KISS" method, which means, "Keep It Short and Simple." The statistics above are why.

In the interest of "educating" your customers, you're providing thoughtful, detailed

explanations on everything you're recommending, and why ... then wondering why it's so hard for them to make a decision.

Folks, half the people you talk to on a daily basis are below the median level of intelligence and couldn't follow what you're saying, even on their best day.

One-quarter of your customers have a mental disorder and simply cannot pay attention or concentrate on much of anything. A quarter of your customers are on at least one psychiatric drug.

I'm not putting people down by quoting these harsh realities. I don't like them any more than you do, but when you work with the public, you've got to know this about people and learn how to deal with it accordingly.

**My advice:**

- **KEEP IT SIMPLE**
- **Don't get side-tracked. Stay on topic. Stay away from a lot of small talk. Keep it all business**
- **Don't use much humor. People with low intelligence or on medication won't get it and could become offended for no good reason**
- **Don't say anything that doesn't need to be said. Say very little, then show them the price and give them a chance to make a decision. You're probably talking too much anyway**
- **If they don't buy on the first try, trickle out a little more info, then give them a chance to make a decision again.**

People base their decisions on emotions and feelings. Emotion provokes action.

They're more likely to remember how you made them feel than they are to remember exactly what you said.

Your job is not to educate the consumer. Your job as a closer is simply to make them feel good about buying from you. Don't forget that. It's important. Keep it foremost in your mind when you're in selling situations.

Concentrate on giving them a good feeling and making sure they feel that you're looking out for their interests and you'll close more sales in less time.

## **CHANGE YOUR COMPANY'S CULTURE!**

You're not running a service company. You're running a sales company, and what you sell is service. Your service techs are your "reluctant sales force." Your success as a contractor depends on your service technicians' success as salespeople ... *and they don't even want to sell!* Scary thought, isn't it?

Every other sales organization, including those which employ only highly motivated, trained and professional salespeople, conduct regular sales meetings and hold regular sales training. You don't. How can you run a sales company consisting of a sales force of non-sales professionals without holding sales meetings and conducting regular sales training?



The recommendation is that you conduct a minimum of one thirty-minute training session per week.

**[TEC DADDY'S SERVICE TECHNICIAN SURVIVAL SCHOOL ON DVD](#)** is a total of fifty-two 15-20 minute episodes-- enough for a year's supply of professionally planned, pre-packaged meeting with a consistent message. Specifically written for ELECTRICIANS, PLUMBERS, and HVAC TECHS.

This course forces your techs to evaluate their lives, their performance on the job, and their attitudes toward their work habits. Your techs won't necessarily change for you, but they will change for themselves. They need to see beyond fixing things and trying to dodge trouble to realizing there is a tremendous future in service and that good techs can accomplish any goal in life they want - and Tec Daddy shows them the way! This series is revolutionizing the service industry.

*"I was given the DVD's by my VP of Sales to watch before we showed it to the men and, you are the man! They were funny and on the mark and kept you involved. I find that when you say it they listen, any of us say it it comes out BLAH, BLAH, BLAH." (J.C.)*

*"52 ready-made lessons for my service techs. You couldn't have made it easier for the contractor." (K.R.)*

*"I just wanted to let you know that the techs really listen to you in the DVD meetings. I love it, and as far as I can see the techs love it. So, I guess what I am trying to say is, We love you!" (B.G.)*

[Click here for details on the Tec Daddy series.](#)

[Click here to watch the first video of the series.](#)

[Click here to watch a video overview of the series.](#)

**Other Charlie Greer Audio/Visual Service Sales Training:**

- [Who Answers the Phone?](#)
- [Plumbing Service Agreements Made Simple](#)
- [Quantifying Quality: How to BEAT LOW-BIDDERS](#)
- [Over The Top HVAC Sales](#)
- [Slacker's Guide to HVAC Sales.](#)

**Everyone who buys something from my website this week will receive a 10% discount. Just enter the coupon code "EMAIL" when you check out.**

**About Charlie Greer:**

I'm the service technician who helps **ELECTRICAL, PLUMBING,** and **HVAC** service contractors become **MILLIONAIRES** by teaching their techs, their salespeople, and their CSRs how to sell more at higher prices. I've done it for plenty of other contractors, so there's no reason why I can't do it for you. I'm doing it for others while you're reading this.



I started plumbing in 1975 in Cleveland, as a pipe-fitter, doing things the old-fashioned way - threading black pipe by hand, etc.

I got into HVAC in 1985 by answering a classified ad for a sales trainee at Ron Smith's old company, Modern Air, in Fort Myers, Florida. After a couple of years I received national recognition for my high closing ratio and high average sale. By 1988 I quit taking leads and did nearly 100% self-generated HVAC sales.

While at Modern, I started running service calls with the technicians to learn more about the industry and the equipment, and to bond with my co-workers. While working with them, I couldn't help but observe that they were stepping over and around replacement opportunities galore because they weren't interested in sales. Starting around 1989, I stopped running sales calls and began working out of a service truck.

In 1990 I began my consulting practice, specializing in sales training for the contractors, service technicians, salespeople, and CSRs of **PLUMBING, ELECTRICAL,** and **HVAC** service companies.

For 15 years I traveled throughout North America, running sales and service calls with HVAC contractors, their salespeople, and their service technicians. I've worked in every kind of company, from large to small, in big cities and out in the country.

[Click here for my complete bio.](#)

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**When your employees sell more at higher prices,** you make the best kind of money, which is money that goes into your bank account as a result of the actions of others. So unless you can think of a better way to increase your personal income right now, **go get permission and your credit card from your wife,** buy something, play it for your employees, and start setting your financial goals higher.

Yours for increased success,  
Charlie "Tec Daddy" Greer

**Contact Information**

phone: 1-800-963-4822

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HVAC Profit Boosters, Inc. | 13620 Brynwood Lane | Fort Myers | FL | 33912