



The 2014 Gameday Planner

*What gets measured ...
... gets improved!*



Beloved Member of Charlie Greer's Online Family:

This is the 13th of an ongoing series of short 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.

[Click here for a list of recent emailed sales tips.](#)

Please spread the word about these free tips by forwarding them to your employees and business associates, sharing them on Facebook, and tweeting them on Twitter.

What Gets Measured Gets Improved!

By Charlie Greer

I am not the originator of that saying ... but I believe in it!

The most efficient way to get where you want to go is to plan it out. Plan your work ... then work your plan. (I didn't invent that one, either.)

Successful people set goals. Unsuccessful people do not.

Decide on the ultimate goal, then devise a believable and workable plan.

Break it down into smaller increments, like this:

- Lifetime or ultimate goal

- Five-year goal
 - One-year goal
 - 12 monthly goals
 - 4 weekly goals
 - Daily goals
 - Hourly goals.

Some hourly goals should be broken down into smaller, fifteen minute tasks.

At this point, you see that we can substitute the word "goal" with "plan." So, goal-setting is nothing more than planning...and planning is huge!

When you plan it all out, some very vague sounding goal like, "I want to be able to retire comfortably at the age of 65," transforms into a plan consisting of a series of very small, do-able steps, like saving an average of \$6.00 per hour per 40-hour work week, and scheduling a weekly deposit of \$240 into a savings account. Do that, stay out of debt, pay off your house, and you'll have a very comfortable retirement.

Scheduling your success:

Until a goal is scheduled, it's just some vague notion of something you would "like to see happen."

Once you've broken your larger goal into smaller, 15-60 minute tasks, schedule them in your daily planner.

I call this step "scheduling your success." You don't "hope" that some day you'll become successful, you schedule it in.

Your goals don't always have to be financial. People say they want to spend more time with their children, their hobbies or their god. Have they scheduled it in?

Start using a daily planner and scheduling your activities, and you'll find out how many hours there are in a day, and just what you can and cannot do. You start prioritizing things differently.

Achieving success:

Success does not happen by accident. Success happens on purpose. Success is not a matter of luck or good timing. Success is a result of planning followed by deliberate right action.

Set career, financial, sales, and personal goals.

Plan your work, then work your plan.

Everyone knows you should set goals. However, it's like exercise. Everyone knows you should, but only 8% of the population do.

People who set mandatory, time-specific goals, and schedule them into a daily planner, tend to hit them much sooner than they'd planned.

MONDAY, DEC 30			TUESDAY, DEC 31			WEDNESDAY, JAN 1		
7			7			7		
8			8			8		
9			9			9		
10			10			10		
11			11			11		
12			12			12		
1			1			1		
2			2			2		
3			3			3		
4			4			4		
5			5			5		
6			6			6		
7			7			7		
8			8			8		

THURSDAY, JAN 2			FRIDAY, JAN 3			SATURDAY, JAN 4		
7			7			7		
8			8			8		
9			9			9		
10			10			10		
11			11			11		
12			12			12		
1			1			1		
2			2			2		
3			3			3		
4			4			4		
5			5			5		
6			6			6		
7			7			7		
8			8			8		

SUNDAY, JAN 5		
7		
8		

MTD Stats

Calls Closed	=	Calls Ran	=	Close %
Revenue	=	Calls Ran	=	Avg Tkt
Revenue	=	Working Days Left	=	Daily Goal

YTD Stats

Calls Closed	=	Calls Ran	=	Close %
Revenue	=	Calls Ran	=	Avg Tkt
Revenue	=	Working Days Left	=	Daily Goal

Add this weeks stats to the MTD & YTD stats on the left and then record them on the next week:

Calls Closed	=	Calls Ran	=	Close %
Revenue	=	Calls Ran	=	Avg Tkt

REACH YOUR SALES GOALS AND STAY ORGANIZED THIS YEAR WITH MY 2014 GAMEDAY PLANNER:

The best, most efficient way of maximizing your career and improve your personal sales and profitability is to get organized and start keeping track of your sales figures.

Good contractors, salespeople, and service technicians set sales goals. You start setting your sales goals by keeping track of what your sales are now, then gradually improving them on a daily basis. Before you know it, you're the top selling salesperson or service

technician.

The 2014 Gameday planner helps you stay on top of your:

- Daily, weekly, monthly, and yearly sales totals
- Average daily and weekly totals
- Average sale
- Appointments.

[Click here to watch the first video of the Tec Daddy series, where he explains the necessity of using a planner to log your sales, and how to do it.](#)

FEATURES:

- Rigid, laminated covers
- Heavy-duty spiral bound
- High quality paper
- See an entire week at a glance
- Sales stats on every page
- Instructions
- Tips on improving your sales.

Designed specifically for:

- Plumbing Techs
- HVAC Techs
- Electricians
- Salespeople
- Contractors.

[The more planners you buy at once, the lower the price. Click here for purchasing options.](#)

Get Charlie Greer into your shop with Audio/Visual Service Sales Training:

- [Tec Daddy's Service Technician Survival School on DVD](#)
- [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.](#)

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.](#)

[Click here to become a Facebook friend.](#)

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

[Join Our Mailing List!](#)

[Forward email](#)



Try it FREE today.

This email was sent to hvacprofitboosters@comcast.net by charlie@charliegreer.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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