



Beloved Member of Charlie Greer's Online Family:

This is the 15th of an ongoing series of short messages, specifically written for PLUMBING, ELECTRICAL, and HVAC service providers.

Today's message is brought to you by my associate, Dale Mincks.

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.

On Closing ...

by [Dale Mincks](#)

We do not always do what we should do. Neither do our customers. That's why we study and practice salesmanship and closing.

To become a good closer, we start by looking at our own lives. What does it take for us to make a decision? Why do we put things off? Answer those questions about yourself and you will understand your customers

better.

People lack confidence in their decision-making abilities. Projecting confidence yourself can be contagious and give the customer confidence in making the right decision.

The words we say and how we use them are very important. Do not say "You *should* ..." or "I *think* ..." or "*If* you ..." Instead, say "This *needs* done today," or "I *know*, \ ..." or "*When* you ..." Project positivity, and tell them what you are going to do, then ask them to sign in a confident, humble, low-key way.

I only offer what they need, including safety items and enhancements. I do not try to trick people into buying, I do not play a bunch of games with the pricing, and I do not give things away just to buy the job. If you just give things away or play games with the pricing you will look just like a sleazy, greasy salesman.

We need to create a profit for the companies we work for. If you just concentrate on closing the work and not on the revenue, you will have a good close rate and a poor average ticket.

If you concentrate on just the revenue you will have a poor close rate and a poor average ticket.

A good closer will have a good close rate, a good average ticket and a good customer service report. The company will show a profit on the work that the technician does, the technician will make good money and you will have satisfied customers.

**THE JURY HAS REACHED A DECISION!
THE TECHNICIAN RIDE-ALONGS ARE A SUCCESS!**

HERE'S WHAT SOME RECENT CLIENTS HAD TO SAY ABOUT [DALE MINCKS](#)' RIDE-ALONGS:

"Dale Mincks is a top flight trainer and educator. We had Dale at our shop for 4 days and, yes, he did a great job in the home closing at a 100% close rate and selling over \$25,000 in approximately 3 1/2 days, but it was more than that. Dale brings passion, a system, an energy, and a true knowledge of being a technician. He truly cares about you and your technicians and wants to pour into them everything he has to

make sure they succeed. His determination and drive is contagious and worth the visit alone. He has walked in their shoes and has made himself into one of the best technicians in the country! He will show your techs how to run a call ANY call and make revenue the right way and the professional way. He won't except excuses from the techs but will encourage and show them how to overcome. I can't express enough how talented this man is. Yes, his sales alone can pay for his visit, but your shop and your technicians gain so much more than that. I highly recommend Dale Mincks and will be using him again and again at our shop to continue to show new and veteran technicians the right way and the no excuses way to run a professional service call.

Without a doubt the best tech I have ever been around." -- D.B.



"In our industry you routinely hear about these amazing techs that work in other shops putting up numbers you'd never believe are possible. Seeing is believing, and we have had the pleasure of having Dale out to our shop. I've watched him train and mentor our techs, as well as sell \$34K in residential service in 4 days. His hands-on approach and ride-alongs have been a valuable tool to develop our techs and expand their minds to what is possible. Our techs now produce numbers and provide legendary service others now get to hear about! Dale is an incredible tech, a thorough and supportive coach, a down to earth good guy; whom I'm fortunate to now call a friend." -- C.M.

"I used to think I was the best selling service tech I could be. Dale has taught me I could do much, much more by showing me. He has shown me how much more is possible for myself and others. He is not just a great selling tech. He is a great leader and mentor to myself and countless other service technicians, managers, and owners. I continue to learn from him and I would encourage anyone affiliated with our trades to do the same. I would personally vouch for him both professionally and personally. He is a good man whom I'm fortunate to call a good friend." -- J.W.

Dale Mincks has been a positive addition to our training. With the help of Dale Mincks, our overall average ticket has increased and our closing rate is up. Best of all, the confidence of the technicians has skyrocketed, which is priceless. -- D.M.

Dales's results on ride-alongs:

In 2013, while conducting ride-alongs across the country, with all technicians of all three trades, in companies of all sizes, and cities and towns of all sizes, Dale ran a total of 264 calls, closed 84% of them, had a \$1,644 average ticket, and produced \$358,447 in total sales revenue.

This means that, for every 15 service calls he ran, he generated over \$20,000 in revenue. This also means that it's very common for him to sell at least enough in gross income to pay his fee. However, when Dale comes to a shop, everyone tends to start selling a lot more right away and keep selling

more after he's gone.

About [Dale Mincks](#):

- Over 35 years in the residential service field
- One of the top selling residential sales and service technicians in the nation for a national franchise
- Been training service technicians since 1976
- Was the Operations Manager for a tri-brand shop which consisted of HVAC, plumbing, and electrical service
- Instructor for a state apprentice program for three years.

Dale has a very low-pressure, non-assertive, dignified, and professional approach to service calls. He gets a high average ticket in a very ethical manner.

Technicians who have adopted his methods are increasing their close rates, average tickets, and total sales revenue.

Dale is an excellent salesman himself, but more importantly, he's able to train others on how to do what he does to be profitable on every single call.

[For more information on Dale's ride-alongs, click here or call Charlie Greer at 1-800-963-4822.](#)

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.

Providing our sales training for your service technicians is one of the best investments you'll ever make and is **THE WAY** you'll hit your financial goals..

Our sales training isn't supposed to cost you a dime!

Yours for increased success,
Charlie "Tec Daddy" Greer

Contact Information
phone: 1-800-963-4822

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