



Dale Mincks on

Service Sales



Beloved Member of Charlie Greer's Online Family:

This is the 16th 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 "Service Sales"

by [Dale Mincks](#)

When I graduated from high school my guidance counselor advised me to go get a construction job, so I started working as an electrician's helper wiring new homes.

The focus was to go, go, go ... get it done as fast as you can. Get to the next job and do it all over again. I got very good at doing my job fast and neat. I realized I was in a constant hurry - talking fast, walking fast, hurry, hurry, hurry. That's how it is to work in new construction.

In service we have to build value by doing the job right and not missing obvious things.

When I started to slow down, breathe, and take my time, I also started to close more work and make more money. Wow, what a great thing!

I stepped out of my comfort zone and started watching [Charlie Greer's Tec Daddy DVDs and listening to his audio sales training](#) in between calls. I got rid of my know-it-all-attitude, learned how to use the systems, and became good at sales. I did a lot of role-playing, learned how to present options, do a Paper Towel Close, and close sales.

RESULTS:

- **I started to close calls for a lot more revenue than I had been previously generating.**
- **After one year of studying and practicing service salesmanship I became third in the nation in total sales revenue for a large Nationwide franchise.**
- **Even though I sold almost double than I had the previous year I did not have to work twice as hard.**
- **I closed more on almost every call, and started to close the calls that I was not able to before.**
- **I cut down my driving time because I was able to run less calls a day.**
- **This also cut down my paperwork.**
- **All of the above made me more efficient and profitable.**

[If you would like me to come to your shop and show your plumbers, HVAC techs, or electricians exactly how I work, and how I quote more options and make more LEGITIMATE sales on actual calls, click here or call 1-800-963-4822.](#)

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.](#)

If you had a technician who, every time he used a \$200 extension ladder, he threw it away, you'd fire him!

Well, you've got bigger problems than that!

It costs you a couple hundred dollars just to generate a service call. Any time your technicians run a call and sell one task, you've lost money on that call.

Your technicians are probably stepping around, and possibly even avoiding opportunities on a daily basis. Someone in your company is probably overlooking a \$1,000 opportunity while you read this.

Right now, HVAC in particular is facing one of the most challenging times of the year -- "Pre-Season Tune-up" time. Are you going to go through another Spring watching your technicians run tune-up after tune-up without generating any additional income? The choice is yours.

Call me at 1-800-963-4822 to discuss Dale coming to your shop and showing your technicians how to be ethical and profitable at the same time while performing tune-ups.

**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