



Beloved Member of Charlie Greer's Online Family:

This is the 17th of an ongoing series of short messages, specifically written for PLUMBING, ELECTRICAL, and HVAC service contractors.

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.

Notes from the Field

by [Charlie Greer](#) and [Dale Mincks](#)

Dale does ride-alongs with plumbing, electrical, and HVAC service technicians. Each day starts with a sales meeting. He's got his dress shirt and tie on in the photo above because it's Monday morning, and we just got there. Later, he dons a company uniform, climbs into a truck with a tech, and starts running service calls; everything from service agreement inspections, to warranty calls, to tune-ups, to demand service.

Right now, Dale is in the process of making his third trip to a company to ride with their plumbers and HVAC techs. Since they're local, I'm joining him in the morning meetings. (It's my fifth trip here. I mention that so you

know we're getting repeat business.)

As of this writing, Dale has run two HVAC calls and three plumbing calls, resulting in a total revenue of \$7,446 worth of legitimate sales, with an average service call of \$1,489, with no zero tickets. Have I got your attention yet?

Here are some highlights of the morning meetings we've had so far this week:

Don't be too "slick" or "smooth." You never want them to tell you that you're a good salesman.

Technicians go in there talking about sports and all kinds of stuff, and start complimenting them ... all of which is unnecessary. Keep yourself and the customer focused on the matter at hand. Stay on topic.

Don't "force a handshake." Handshakes are not necessary.

Don't walk around slumped over and with your head down. Walk with pride. Run the call with the attitude that you are the best technician in the company.

When you run into know-it-alls, say something like, *"Apparently you know quite a bit about this. So then, you do understand the need to do this today?"*

How often do we go to the store and forget to buy the most important thing? That happens to our customers. They call us out to do one thing, and meant to ask about something else, but forgot. Ask the customer, "Is there anything about your (air conditioning/heating/plumbing/electrical) system you've been thinking about doing?"

People will tell you at the beginning of the call that they don't have any money, then buy anyway. Two weeks ago, Dale showed up to do an inspection and, at the front door, the customer told him he didn't have any money. Dale said, "Now that we understand the budget, I'll still do my job and share my findings with you." When Dale went over

his Paper Towel Close with the man, he again stated that he didn't have any money. Dale responded with, "I know you don't have any money, but you really need to do this." The man spent \$700. Sometimes all it takes is for them to know that you're serious about your recommendations.

Present your Paper Towel Close in a very matter-of-fact way. Don't look for a reaction on each line item. Just go down the list. If they start mumbling to themselves, don't respond, they're just thinking out loud.

Don't get defensive when there are objections.

You don't have to respond to every objection. In fact, don't. It's probably unnecessary. Recently, when Dale showed a man his Paper Towel Close, the man said, "My wife is gonna have a heart attack." Dale didn't respond. Then he said, "I can probably get this cheaper elsewhere." Dale didn't respond. The customer said, "You know, your company just put this in three years ago." Dale didn't respond. Then the customer said, "Go ahead and do it."

If you get declined on something, and you don't follow up, the customer might wonder how important it was in the first place, and if it was so important, why didn't the technician or someone else in the company follow up? Not following up on your recommendations also shows that, even though you may have pretended like you cared while you were running the call, obviously, you don't.

Two weeks ago Dale made his fourth trip to another company. He ran a total of 5 HVAC calls and generated \$11,354, for an average sale of \$2,271, with no zero tickets; and 2 electrical calls, generating \$3,436, for an average of \$1,718 per call, with no zero tickets.

DALE HAS ONE WEEK OPEN IN THE MONTH OF JUNE AND ANOTHER IN JULY. If you want Dale to come to your shop and show your plumbers, HVAC techs, or electricians exactly how he works, and how to make more LEGITIMATE sales on actual calls,

[click here or call 1-800-963-4822.](#)

YOU'VE GOT THE MONEY TO GET DALE MINCKS TO YOUR SHOP! HERE'S WHY:

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. The plan is for Dale to run 15 calls per 5-day week.

The total cost to get Dale to your shop is a package price of \$15,000 per 5-day week. Dale pays for his own airfare, rental car, hotel, and meals out of that fee. Each of your techs also receives a copy of our new 80-page manual on service technician selling skills at no additional charge.

This means that it's very common for Dale to personally sell at least enough in gross income to pay his fee. However, the purpose of Dale coming to your shop is to train everyone to start selling a lot more right away and keep selling more after he's gone.

That's why I say you've got the money!

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.

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.

To be clear, Dale does not "observe and critique." Dale does all the selling on all the calls he runs while your techs see how our sales techniques work in the field, with your customers and your prices.

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.](tel: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.

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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