



# Who Answers the Phone?

on audio CD



The person who responds to telephone inquiries for service and free estimates has one of the most important positions in a service company.

This person is the front-line representative of your company.

This is also the person who helps you make the most of your advertising dollars.

Answering a service contractor's telephone is a sales position that requires as much sales skill as any other position in the company.

This series will teach your existing staff how to book more service calls that are of a higher quality.

If you've got the wrong person in that position, this series will teach you how to find and train the right person.

INCLUDES TWO (2) AUDIO CDs AND A CD-ROM

#### MANAGER AUDIO CD:

- Introduction
- Higher Quality Service Calls
- Who Answers the Phone?
- Recruiting a CSR
- Who to hire
- Where to Look
- The Interview Process
- New CSR Training Program

#### CSR AUDIO CD:

- How to sell service
- Set the stage
- How much is a service call?
- Overcoming Objections
- No Prices Over the Phone!
- The Dispatch Fee.

#### CD-ROM:

- Manager's Manual
- CSR Manual.



## Introductory Special: \$99

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