



Which looks best? You decide!

Do your choices in grooming really make a difference?

I grew some facial hair over the holidays while I was out of the public eye, just so I could take some pics a few minutes apart. The photos above were taken on the same day over an hour-long period.

So, which looks better - clean-shaven, or the goatee?

The times they are a-changin':

I do the recruiting for my family's company. When the company first opened about four years ago we took a hard stance on grooming -- no facial hair.

We soon learned we were limiting the pool of employees in a field in which there was already a shortage of available techs. Facial hair is currently very much in style and it's almost impossible to find a service technician without it.

After about a year we caved under the pressure and hired a fine gentleman who had a very small amount of very neatly trimmed facial hair. He quickly established himself as our top salesman, and we were glad we became a little flexible in our grooming standards.

Having said that, let's remember that there is neatly trimmed and groomed facial hair and then there are slob.

Gradual progression:

I took this series of shots to the right some 13 years ago. Notice how small changes make a difference.



The top two shots are the same. All I did was part my hair on the side for the second shot. That second shot is a very common look for service techs.

I took the goatee off for the third shot. Personally, I feel I'm looking better already.

For the fourth shot, I left the 'stache in place, but cut my hair.

I'm clean shaven with my usual hair cut in the final shot. Notice how much younger I look when I'm clean cut and clean shaven. I actually think I look the youngest in the photo at the top of this message, where I'm clean shaven, even though I'm 13 years older in them.

The purpose of this message is not to condemn or criticize anyone's choices in grooming, but to point out how small changes can make big differences and give people an entirely different impression of you.

Your choices in grooming also say a lot about you. Look at me. I'm the same person in all these shots, yet each of them seems to show an entirely different "type" of person having different priorities in life.

Discussion topics:

1. Which one of these five guys would you prefer to have working in your home?
2. Which one of these five guys would you prefer to come into your home while your wife and children are home and you're at work?
3. Which of these guys looks the most competent?
4. Which of these five guys looks the most trustworthy?
5. Do any of these five guys look like a drug-user?

Charlie Greer Skype Training in Your Shop:

Contractors and service technicians are responding well to my Skype training. Download Skype into your computer and I can start training your service techs, your salespeople and your CSRs right in your shop.



This just in from contractor D.L.: ***"I don't know what you told [my service technician] but he's a new man. He's super motivated and his sales have improved. He has an agenda and he's taking notes on all of his calls he goes on. He really wants to get better. Thanks again, Charlie. You're a great man and mentor."***



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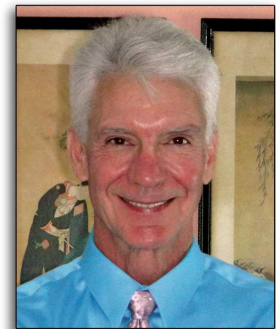


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About Charlie Greer:

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.](#)

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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

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