



# Preventing **COMPLAINT CALLS** After the Service



**Beloved Member of Charlie Greer's Online Family:**

**This is the 20th of an ongoing series of short messages, specifically written for PLUMBING, ELECTRICAL, and HVAC service providers.**

**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.*

## **PREVENTING COMPLAINT CALLS** by Charlie Greer

One of the most frustrating things that can happen to a service technician is to bend over backwards for someone, and get a lot of gratitude from the customer while you're there, only to have the in-law, the spouse, their adult children, or some know-it-all neighbor call the office with a bunch of questions and complaints about your service after the fact.



I think what sometimes happens is, when you see only one-half of a couple, when the other one comes home or their nosy father-in-law starts yelling about them spending so much money, and demands to know what the evil service technician did for all that money, in the interest of self-preservation, the customer panics, throws the tech under the bus, and says,

"I don't know what he did! He came in and did all this work and handed me this big bill and I didn't know what to do!"

I had very few people call the office after the fact with questions or complaints. I attribute a lot of that to a few simple steps I took to end the call that I think a lot of technicians skip.

When I'd head inside to collect, the customer was usually ready with the credit card or check. I wouldn't be so anxious to collect just yet. I'd say, "Let's just take a look at what I've done and make sure it meets with your approval." I'd walk the customer through the job. This should take no more than five minutes. I'd point out anything extra I did. They usually commented on how clean I left things.

My goal at this point is to make absolutely certain my customers know:

- Everything I did
- Why I did it
- How much better things will be now that I've done it
- Why they made the right decision by having me do it
- What a good deal I gave them.

This provides your customers with the "sales training" they're going to need when their "better half" gets home and asks why they spent all that money.

When I started doing that walk-through, the phone calls to the office after the fact all but completely disappeared.

Additional recommendations:

- Before heading inside to collect, call dispatch and tell them you're about ready for another call. This keeps the wait time between calls to a minimum and will help you get home earlier at the end of the day.
- Go over the paperwork so they understand every little thing that is on their invoice
- Make sure they know what every single piece of paper is for
- Ask them if they have any questions
- Time how long it takes you to do your final wrap-up and collect. You'll find it's around thirty minutes or so. Try to pare it down to ten

minutes.

## **MORE RESULTS OF DALE MINCKS TECHNICIAN RIDE-ALONGS:**

Last week was a stellar week for Dale and the plumbing and HVAC technicians he rode with. For the record, these calls were run in one of the states hardest hit by the recession, Michigan.

Here are his figures:

Total revenue: \$31,645

Average ticket: \$2,877

Calls ran: 11

Calls closed: 11



Here are Dale's Year-to-Date figures:

Total Revenue: \$147,523

Average ticket: \$1,341

Calls ran: 110

Calls closed: 87

When we look at "calls ran," we mean every single call. These include times where he ran someone else's call-back, calls in which there is no decision-maker present and there is no way to reach one, calls run for renters and real-estate agents, inspections, etc.

"Average ticket," means every ticket, including the occasional "zero ticket." (If all we looked at was "average sale," it would be \$1,696.)

These statistics are not sugar-coated. *This is the real deal!*

I just received this email from the contractor at the shop he worked at last week:

*The training with Dale was more than incredible. His presentation is so relevant to technician mindset. I so appreciated his laid back personality, all the while hitting dead center on the bad habits, fears, and failures of the typical tech. It was a life altering event for me, for the company, and for at least some technicians. I now have a hill to stand on with a flag planted to rally technicians back to, as they all bought into the sales*

*system on some level. My job will be to hold their feet to the fire that was set, and I will do so.*

*The initial cost structure made me choke a little, but in reality, it is inexpensive when compared to the value received. Dale is the best, worth every cent and more!*

**Due to a schedule change, the week of August 18-22, 2014 is available.**

**Dale's next opening after that is September 29-October 3, 2014.**

One of the reasons you went into business for yourself was to make more money. Your only source of income relies on the salesmanship of your service technicians. The contractors living the good life have technicians that know how to honestly and ethically bring in the moolah.

You, your technicians, and your customers will love Dale Mincks. If you want to start living the good life, give me a call and I'll get him out to your shop.

**[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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*Try it FREE today.*

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