



DON'T BUY INTO THEIR SOB STORIES!



Beloved Member of Charlie Greer's Online Family:

This is the tenth of an ongoing series of short, easy-to-read 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.

In case you missed them, here are links to two of my most recent tips:

- [What is the Purpose of Your Job?](#)
- [No More ZERO Service Invoices!](#)

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.

Don't Buy Into Their 'Sob Stories'

Ever show up on a sales or service call, and have the customer immediately confront you at the front door with, "We don't want to spend a lot of money here!"

Many salespeople will respond with something along the lines of, "Do you want it done right, or do you want it done cheap? You can't have them both." That makes a good point, but it probably doesn't make a sale.

When they confront you at the door like that, respond with, "Okay, so you want it done right, but you want to spend the least amount of money possible, correct?"

They'll usually start nodding their head and saying, "Yeah, that's right."

Then say, "Okay. I'll keep that in mind. Let's take a look." Then go about your call.

What to do:

Don't run calls with a "salesman" attitude.

Don't pay much mind to the customer's attitude toward money. Work under the assumption they don't want to spend a lot of money.

Don't start selling at the front door.

Look everything over. Make a list, in order of priority, of everything that needs to be done. This list isn't overkill, but usually far exceeds the bare minimum.

Don't decide the customer doesn't want to spend money or, despite all appearances, have money or a way to get it.

When going over this list with the customer, don't show a lot of emotion. Be very matter-of-fact about the whole thing. Even with today's economic uncertainty, people want things done right, and know that it's going to cost them money. Be calm and upfront with them; they'll take it in stride.

A Case in Point:

A friend of mine showed up just to do some non-essential maintenance at the home of a gentleman who, upon opening the front door, launched into a huge sob story about how he had been laid off six months ago and didn't have two nickels to rub together.

My buddy still did his complete inspection. Completely deadpan, he went over the list showing the bare necessities (with a subtotal), what really ought to be done (with another subtotal), and the complete job to do it right (with a final total at the bottom of the page).

He admits he was brief in his explanations because, based on the customer's story, he didn't expect to make any kind of sale at all. Much to his amazement, he walked away with \$5,300 in \$100 bills. The customer said he didn't have two nickels. Maybe that was true. But he certainly had enough \$100 bills.

The customer told him that, since finances were short, he felt the cheapest way to go was to do the job right, and take advantage of the discounts associated with doing the whole thing at once. I couldn't agree more.

The moral of the story: Don't buy into their sob stories.

Contrary to popular opinion, people are spending money on home services right now. Even cheapskates are spending. It's a necessity. They don't have any choice. They just don't "want" to spend money. But people have been complaining about having to spend money to maintain their homes since the very first billable service call was ever run. The only difference between now and

then is that they've got a built-in negative comment to make to you about "the economy."

If they didn't expect to have to spend money, and didn't want it done right, they wouldn't have called you out there in the first place. When you run calls, ignore all their negativity and just do your job like the professional that you are.

TEC DADDY'S SERVICE TECHNICIAN SURVIVAL SCHOOL ON DVD

If you want to reach your fullest potential in service contracting, your technicians will have to learn how to offer more products and services and close more sales. This DVD course provides your techs with service technicians sales training to turn them into Super-Techs!



[TEC DADDY'S SERVICE TECHNICIAN SURVIVAL SCHOOL](#)

ON DVD is a total of fifty-two 15-20 minute episodes-- enough for a year's supply of weekly sales meetings with a consistent message.

Designed specifically for:

- **Plumbing Techs**
- **HVAC Techs**
- **Electricians**

Each DVD consists of:

- **Four (4) 15-20 minutes videos (for a total of 52 episodes)**
- **Mini-manual containing Four (4) Facilitator's guides and Four (4) Technician quizzes**
- **Case that holds the DVD and mini-manual.**

This course forces your techs to evaluate their lives, their performance on the job, and their attitudes toward their work habits. Your techs won't necessarily change for you, but they will change for themselves. They need to realize there is a tremendous future in service and that good techs can accomplish any goal in life they want - and Tec Daddy shows them the way! This series is revolutionizing the service industry.

"I was given the DVD's by my VP of Sales to watch before we showed it to the men and, you are the man! They were funny and on the mark and kept you involved. I find that when you say it they listen, any of us say it it comes out BLAH, BLAH, BLAH." (J.C.)

"52 ready-made lessons for my service techs. You couldn't have made it easier for the contractor." (K.R.)

"I just wanted to let you know that the techs really listen to you in the DVD meetings. I love it, and as far as I can see the techs love it. So, I guess what I am trying to say is, We love you!" (B.G.)

[Click here for details on the Tec Daddy series.](#)

[Click here to see a list of topics covered on individual discs.](#)

[Click here to watch a video overview of the series.](#)

Other Charlie Greer Audio/Visual Service Sales Training:

- [Who Answers the Phone?](#)
- [Plumbing Service Agreements Made Simple](#)
- [Quantifying Quality: How to BEAT LOW-BIDDERS](#)
- [Over The Top HVAC Sales](#)
- [Slacker's Guide to HVAC Sales.](#)

Everyone who buys something from my website this week will receive a 10% discount. Just enter the coupon code "EMAIL" when you check out.

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.](#)

[Click here to become a Facebook friend.](#)

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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