



Project a "Positive Level of Expectation"

Success, in sales or otherwise, is a result of your state of mind. Get your mental life together and the rest of your life, including your service and sales calls, will fall into place for you.

What is your mental state when you go in to talk to people during your sales calls and your service calls?

Do you expect things to go well? Do you see the way things turn out on a call to be beyond your control or within your control?

Your level of expectation may well determine your success or failure on a call!

Letting it show

Everyone knows you're supposed to leave your troubles at home or at the office behind you when you're running calls. That's often easier said than done.

I suffered from severe, almost disabling depression for 28 years. I had a very negative outlook on life in general and people in particular. I felt like a failure and couldn't help but let it show.

I was such a pathetic mess that there were times when I knew I'd made the sale simply because the prospect had taken pity on me. That only made me feel worse.

I was fortunate enough to run calls with a legendary salesman who was outselling me by about 50%. The moment I saw him walk through the door on that very first call I realized why.

As he walked through the door, it was instantly obvious that he expected the prospect to:

- Listen
- Be nice
- Cooperate
- Believe him

- Get along with him
- Want to hear what he had to say
- Want him to resolve their problems
- Buy from him.

He was:

- At ease
- Confident (without being arrogant)
- Courteous
- Thoughtful
- A good listener
- Sympathetic
- A gentleman
- Kind
- Sincere
- Competent.

His general, overall demeanor made it seem as if he came from a place where no one ever gave anybody any grief, or lied. I was the exact opposite. I was used to people not liking me, so I didn't expect them to. I was used to people giving me a hard time, and they rarely disappointed me on that front. I was used to having to fight for every sale, and I'm sure I projected that expectation.

Another life-changing moment:

My life changed on the way to a call. I was listening to an audio tape by sales trainer Brian Tracy. I'll paraphrase what he said as it applied to me. He said:

"The next time you run a call, remember that the customer doesn't know that you were never one of the popular people, that you've always been a quitter, that you've never succeeded at anything, that you've always felt unwanted, that you feel like a failure, that you're depressed, that you're frustrated, that you lack confidence in your technical abilities, and that you're unsure of your ability to succeed."

"The customer doesn't know whether or not you're successful at what you're doing. The customer doesn't know whether or not you're the top person in your company."

"The assumption is that you are successful and that you know what you're doing."

"The customer doesn't know anything about you and will take you at face value; as being however you present yourself as being. Go in there presenting yourself as the top person on your company, maybe even the country, and they will have to take you at face value."

That's when I realized I was sabotaging my own success. Up until that point, I was unconsciously projecting all my insecurities, and that's just plain unattractive.

Some practical advice:

I talk to people all the time who won't put a wrench on anything until they've quoted a price and gotten an agreement to do the work. They say, "I don't want to start taking things apart and have to put them back together again if they're not going to buy."

I completely understand the thought process, but the problem is that that attitude is obviously projecting a negative level of expectation. There isn't supposed to be any doubt in your mind that they're going to buy from you. You've got to brainwash yourself by saying, "*Everyone always buys from me.*"

Do some light disassembly prior to writing it up and quoting the price. In fact, do enough disassembly and bring in enough tools and parts to where it would take you a good 15-20 minutes to put everything back together and pack up your things if you got a rejection. Of course you're going to bring in your tools and parts. Of course you're going to do some disassembly. Why wouldn't you? The customer is going to buy! Everyone always buys from you!

Additionally, and I hope you're okay with this, being all set up to do the work prior to quoting prices and closing the deal makes it kind of awkward to turn you down. As long as you're being ethical in your business practices, there is nothing wrong with making it awkward to turn you down, and here's why. You're going to take good care of them. You're going to look out for their interests. If they turn you down, they'll still have the problem and will have to call someone else. Who is that other person, and will that other person take care of them? There's a good chance that if they turn you down the next person they call will be dishonest, incompetent or a criminal.

Sometimes, when you get a rejection, and you've done a little disassembly, those 15-20 minutes are all they need to get over their sticker-shock, face the reality of the situation, calm down, and decide to buy from you. I've sold a lot of jobs in which the fact that I was already set up to do the work was the one thing that pushed them over the edge and got me the sale.

The "take-away":

Think about how you'd give advice to your best friend or a family member. Now think about how you talk to people who are giving you a hard time. Even when you try to hide it, when people get on your nerves, it shows. Always try to talk to people the way you would your best friend or a close family member, *especially* when you're not getting along with them.

When it appears that the call you're running sucks, you can make sure it sucks, can't you? If you're going to run the call, at least give them every opportunity to buy. Project a positive level of expectation no matter what!

No matter what neighborhood they're in, no matter how their house looks, no matter how they look, no matter how they're acting; whether or not it seems like they've got money or seem interested, always do a complete inspection and make a list of every single deficiency you see that you have the ability to improve, in order of priority, and go over it with them.

A "positive level of expectation" is contagious and inspires confidence, and confidence is what sales is all about. Your customers have to feel confident in your integrity and ability, and they need confidence in their own decision-making ability.

Projecting confidence will make your customers feel good about putting their faith in you.

The subject line of this email stated it's not about "positive thinking," and it's not. You can go ahead and be a negative thinker if you want to, but the suggestion is that you project a positive level of expectation, and part of that is assuming the sale.

My message to all you skeptics out there is that maybe projecting positivity won't necessarily make you any additional sales, but it will certainly annoy enough haters to make it worth your while.

SALES TRAINING VIA WEBCAM:



I provide sales training via webcam for ELECTRICAL, PLUMBING, and HVAC contractors, their service techs, their salespeople and their CSRs.

We're heading into tune-up season for HVAC contractors. Most service agreement tune-ups result in a zero service invoice. My goal this season is to put a stop to those zeroes and to make this your most profitable tune-up season ever.

My family's company does almost nothing but tune-ups and our techs did an average in excess of \$800 per tune-up for the month of February and over \$700 for March. Some of that was replacements, but most of it was Indoor Air Quality products and small sales that add up.

It would probably take me about three 75-90 minute sessions with your techs via webcam to get your techs fully up to speed with selling add-ons during tune-ups.

[Click here to go to the webcam training page of my website.](#)

Charlie Greer Audio/Visual Service Sales Training:

- [Tec Daddy's Service Technician Survival School on DVD](#)
- [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.](#)

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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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