



## **Nibble Your Way to Success!**

I've taken it upon my self to eliminate "zero" and "minimum charge only" service invoices in your business.

Two weeks ago, in my "Projecting Positivity" tip, I suggested that, prior to quoting prices, you do some disassembly. Also, bring in some tools and sort of set yourself up with a little a "work station."

Basically, you're going to do enough to where, if you got turned completely down, it would still take you 15-20 minutes to pack up and leave. That makes turning you down highly awkward. People's aversion to awkward situations may be the very thing that gets you a sale.

There's nothing wrong with this because they called you out there because of a specific need they still have. If they only buy from you because you made it awkward to get rid of you, that's still in their best interest because you'll take good care of them. If they kick you out because you weren't a good enough salesman, when they still have the need, who knows what will happen when they call the next guy out? Getting a lousy job is often the least of their problems. They could have their medicine cabinet raided, some of their jewelry could turn up missing, or they could get their house burned down.

### **The "Hail Mary"**

You've gotten a complete turndown and started re-assembling things. Give it a good ten minutes or so, then approach the customer with a solemn demeanor and say, "***Mr(s). (customer's name). I've almost got things put back together. I've had another look at it, and you really don't have a choice. You have to (name something small).***"

You'll probably close it right there.

### **The Art of the "Nibble"**

You've made a sale and avoided a zero. Good job. Don't let it end there. You want to go from being a small irritation to a full-blown disease. It worked for you once ... it will work for you again.

Put your solemn face back on, pick up your list of recommendations, approach the customer and say, *"Mr(s). customer's name. As a professional, I couldn't in all clear conscience put everything back together and leave without giving you one last opportunity to avoid some major potential problem in the future. You really need to get one of these."*

### **The "Fast Nibble"**

You've got your list of recommendations in your hand. As a rule, the customer hasn't made a mental note of every single thing on your list and their prices. Your customers will nearly always say, "How much was that again?"

Point to the price. (I almost never say prices out loud.)

When the customer says, "Okay. I'll take that."

Immediately point to one more item on the list and say, *"You'll want to get that, too."* That's called a "fast nibble."

At my family's company, we kept track of fast nibbles over a period of time and realized that fast nibbles alone resulted in an average increase of \$111 per service invoice. That's not a tremendous amount of money, but it's **over \$50,000 in additional revenue per service technician** per 500 calls. That adds up.

### **It doesn't stop there.**

Keep nibbling until it stops working.

The greatest graduate of my training of all time, and father to my godsons, Gene Slade, Jr., once nibbled a zero into \$5,300 in small sales made one at a time. If he can do it, so can you. But this technique only works when you use it. Try it on your next call.

**NO MORE ZEROS!**

### **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.**

**How long it takes me to bring your techs up to that level depends on where there at right now. It would probably take me at least three 75-90 minute sessions with your techs via webcam to get your techs 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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