



Beloved Member of Charlie Greer's Online Family:

This is the 11th 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.

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

- [Don't Buy Into Their Sob Stories](#)
- [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.

Secret Scientific Sales Techniques

By Charlie Greer

The general assumption is that selling is not a science; that it's more a matter of intuition and word games.

As it works out, knowledge of brain chemistry, somatic responses, dendrites, and psychoneuromotorlinguistics will help you make sales.

Brain Chemistry:

Your emotions are a result of chemical reactions in your brain. Pleasant feelings are the result of the release of endorphins in your brain. The release of endorphins is the result of external stimulus. That external stimulus can be anything from a pretty picture to a well-constructed sales presentation.

Your job as a salesman is to make them feel good about buying from you, which really means that you want to keep those endorphins flowing.

When you say something they appear to like, say it again, in the exact same way you said it before. When you're asked to repeat part of a presentation, don't change it a bit. Use the exact same words, timing, vocal inflection, gestures, visual aids and posture.

Somatic responses:

A "somatic response" is an automatic, involuntary reaction to a stimulus. When people see something they really like, their endorphins start flowing and their pupils dilate.

A lack of eye contact is a common barrier to closing sales.

Good eye contact sends the subconscious message that you are honest and confident. Good eye contact also clues you in on the one of the biggest "buying signals" you can have.

When selling, make pupil-to-pupil eye contact. If the lighting is good enough for you to see their pupils, they should not be dilated. When your prospects' pupils dilate, it means you've made your point, their endorphins are flowing, and they've got a good feeling about things. At that point, stop selling and start closing.

Dendrites:

Thoughts are caused by chemical reactions in your brain and each thought follows its own unique pathway called a "dendrite." Think a thought one time and its dendrite disappears rapidly. Think it over and over again and the dendrite strengthens and becomes more permanent.

Every time you make a recommendation to a prospect, the dendrite associated with that thought strengthens and they become de-sensitized to ownership. Every time you ask a prospect for a decision, they are forced to think about it, and come closer to buying, whether they want to or not.

That's why nagging works and why making multiple closing attempts works.

Psychoneuromotor/linguistics:

Ever run a call where you just can't make a connection?

The ability to establish rapport is a necessary skill to succeed in sales. Most salespeople use topics of mutual interest, smiles, compliments, and general pleasantries

to establish rapport.

Psychoneuromotorlinguistics will enable you to establish nearly instant rapport with just about anyone, without your saying a word.

Psychoneuromotorlinguistics consists of two steps: "mirroring" and "leading."

People like to buy from people that are most like themselves, so train yourself to adapt to your prospects' social style of behavior. When you first meet your prospects, be observant of their posture, mannerisms, gestures, body language, and accent, as well as the pace and repetitive patterns in their speech. Try to the best of your ability to mirror them as closely as possible.

When a customer shifts their weight, folds their arms, rubs their chin or does just about anything, silently count off about four seconds, then mirror them to the best of your ability.

After you've "mirrored" them about four times, try "leading" by going back to one of their previous movements you've just "mirrored." If they follow you, you've silently established rapport and can move into making your recommendations with a level of positive expectation.

The first time I tried this technique was on an extremely argumentive gentleman who was the next door neighbor of my prospect. It seemed to me that he had no business being there in the first place and his only purpose for being present was to ruin my presentation.

After "mirroring" him four times and "leading" only once, he surprised me by abruptly asking, "How much would it be to do the same thing in my home that you're going to do in his?" Within minutes, I was driving away from a call with two sales that, prior to my using psychoneuromotorlinguistics, would have resulted in a "no sale."

When first learning of this technique, people often ask if I've ever been "called" on this; if prospects have ever asked me if I was copying them. No, that has not happened to me. I believe that's because my prospects have never met me before. They don't know how I act when I'm not around them. They only know how I act when I'm with them, and when I'm with them, I act in the most acceptable manner they know - I act the way they do, and they like it!

GET CHARLIE GREER TO TRAIN YOUR PEOPLE IN YOUR SHOP

Charlie Greer will come to your shop and customize his training specifically for your company, using your prices your products,

and your policies.

Charlie can help you implement flat-rate pricing, including (but not limited to) [The New Flat-Rate](#).

Charlie can also implement a service agreement program. The last time this was done about two dozen techs sold 250 service agreements in two weeks, and a total of 3,500 within four months. Would you like to see results like these?



It's very common for techs who have never sold anything before to start quoting more products and services and more than doubling their average service invoice.

A TEMPORARY PRICE REDUCTION MAKES GETTING CHARLIE TO YOUR SHOP MORE AFFORDABLE THAN EVER!

CONTRACTORS WHO HAVE USED CHARLIE'S TRAINING SAY IT DOESN'T COST THEM ANYTHING ANYWAY BECAUSE THEY ALWAYS SEE A SUDDEN SPIKE IN SALES THAT INSTANTLY PAYS FOR THE TRAINING.

[Click here for complete details, then call Charlie at 1-800-963-4822 to discuss your needs and how Charlie can meet them.](#)

Get Charlie Greer into your shop with 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.](#)

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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