

Beloved Member of Charlie Greer's Online Family:

This is the 18th 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.

HOW TO GET FLAMED ON THE INTERNET

by Charlie Greer

I had surgery recently. No big deal. I'm fully recovered.

Once you hit 60, they make a big deal of everything and I had to go to some random general practitioner to get approved for surgery to make sure I'd live through a general anesthetic.



It was the worst experience I've had with a doctor

my entire life! He asked me a bunch of loaded questions, and the next thing I knew, he was demanding that I take all kinds of tests, and now that I've had a chance to read his report on me, apparently I have three life-threatening conditions, and will require his constant care for the rest of my life.

I guess that would be okay if:

- I actually had any of the conditions he said I have ... which I don't
- I thought he actually cared about me as a human being, which he doesn't.

It's only my opinion, but as far as I'm concerned, it's a fact that he only saw me as a profit center. All he wants is my money.

I got out of there, went to another doctor, and got rubber-stamped as someone who you can tell just by looking at him, other than having a bone spur, is the perfect example of health.

The aftermath of this is a scathing letter to the doctor himself, and more importantly, my intentions to flame him both personally and professionally on every single website I can find.

Don't let this happen to you.

- Make all your recommendations legitimate, and whether they buy from you or not, make sure you've established the need.
- Don't appear to be anxious to find additional problems, and glad when you do.
- Your customers are more interested in how much you care than in how much you know.
- People may not remember exactly what you said, but they will remember how you made them feel.
- Concentrate on giving your customers a good feeling about buying from you and they're less likely to cop an attitude on you and flame you on the Internet.

RESULTS OF RECENT TECHNICIAN RIDE-ALONGS:

Periodically, I'll post the results of Dale's ride-alongs with service techs.

He just spent two days running calls with HVAC techs. They ran a total of **5 calls with a 100% closing ratio, and sold \$11,344, for an average call of \$2,269.**

At the same company, **Dale ran two electrical calls, sold both of them, and generated \$3,436, for an average call of \$1,718.**



This was his fourth five-day visit to this company. So when he wasn't running calls, he was doing role-playing with the service techs, working side-by-side with the dispatcher and call-takers, and worked on various operational issues that required improvement.

After leaving the shop, he got a message from one of the techs (who, prior to this visit, hated inspections) saying, **"Went on 8 calls so far this week. Sold \$15,001, at \$1,850 per call. I love inspections!"**

[For more information on Dale's ride-alongs, click here or call Charlie Greer at 1-800-963-4822.](#)

Dates are open for ride-alongs this summer!

Due to a schedule change, next week, June 18-20, 2014, is open!

Dale is available for a couple of weeks during the month of July.

At the company listed above, in three days of running calls, Dale sold a total of \$14,790 ... and everyone's sales went up!

Dale usually pays for himself in his own sales anyway, so you've got the money to have him ride with your techs. He'll see to that. Call me at 1-800-963-4822 to discuss your goals and how Dale can help you reach them.

[For more information on Dale's ride-alongs, click here or call Charlie Greer at 1-800-963-4822.](#)

PRICE REDUCTION ON 2014 GAME DAY PLANNERS:

What gets measured gets improved and your techs and salespeople need to keep track of their own sales figures. The best way to do that is with a weekly planner that is specifically designed for this purpose.

We've re-done and re-priced the 2014 Gameday Planners.

They now run from June, 2014 through December, 2014. That puts you on track to start keeping records now until the first of the year, then start using your 2015 Gameday Planner on January 1st, without feeling like you wasted money by buying a planner when half the year is already gone.

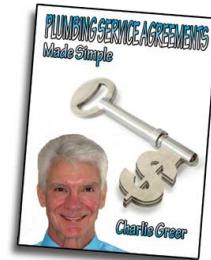


The price has been reduced from \$27 to only \$18. Price breaks start at 6 Gameday Planners go upward from there.

[Click here for more details on the 2014 Gameday Planners.](#)

TESTIMONIAL ON "PLUMBING SERVICE AGREEMENTS MADE SIMPLE":

I received two phone calls over the weekend from a plumber who's been in business for quite some time and didn't have a service agreement plan in place.



He purchased "Plumbing Service Agreements Made Simple." We talked on the phone. He wondered if his techs and his customers would buy into the program.

The afternoon of the day of the roll-out, a call came in for a sink stoppage in a condo. No one wanted to run the call, so he ran it himself. He admits he was nervous as a cat in a room full of rocking chairs.

He followed the scripts and procedures I lay out in the program and, much to his surprise, he sold \$3,256 ... AND ... the most important part is, in his own words, "... the lady was ecstatic!"

The story could end there, but it doesn't. To keep it short, on his very next call, just about the same thing happened.

Bottom line is, after spending a whopping \$99 on "Plumbing Service Agreements Made Simple," and following the instructions in the program, he ran two calls and sold over \$6,500!

[If you have the confidence in yourself to go out and do this, click here to order Plumbing Service Agreements Made Simple.](#)

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

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