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**Beloved Member of Charlie Greer's Online Family:**

**This is the 19th 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.*

## **IS YOUR 21<sup>st</sup> CENTURY TECHNOLOGY MAKING YOU RUDE?**

by Charlie Greer and Dale Mincks

Most of us carry a device around with us that is as powerful as most laptop computers and as addicting as any drug.

People walk into walls, fall down, wreck cars, and generally ignore people and what is happening right in front of us while they stare at their cell phones.



We are learning to ignore people and are becoming very rude to one another.

The personal touch is no longer that personal.

***Do not take it for granted that your customers like technology*** or what it does to help you and your company. People are getting sick of seeing people staring at their smart phones.

***Customers don't like when they see you talking on your cell phone or texting.*** Every minute you spend on your cell phone is another minute they've got to tolerate a stranger in their home and an interruption of their day.

***The only phone calls you should make or take while you're on a call are those that are made on your customers' behalf,*** and even then, inform them that you will be making that call on their behalf so they know you're on the phone taking care of their business, not yours.

***Don't call us to help you improve your sales if you're talking on your cell phone while running calls.*** We can't help you.

***When you are running a call, turn your phone off*** so that there is no way to be interrupted by someone calling you. The customer will expect you to answer a call if it comes in and if your phone keeps ringing or vibrating it can break any rhythm you have on the call. Silencing the ringer when your phone rings in the middle of a conversation sends a very bad message. The customer is seeing you ignoring phone calls. That means that when they call you with an issue, they stand a very good likelihood of being ignored by you as well.

**I-pads** generate forms and invoices, the customer signs with their finger, a button gets touched, and in seconds the dispatcher knows the job is complete and the customer receives a receipt in their email inbox. This technology does save a lot of time and makes for neat paperwork. It also takes out the personal touch of a handwritten inspection form or invoice. The whole time this is being done there is a deafening silence and not much interaction between the customer and the technician. I wonder if the customer is thinking, "Should I have really had this work done?" When I have work done at my house and the technician leaves after I have signed the iPad I always feel like something is missing. I wonder how many of

our customers have felt the same way.

**When I run calls with technicians who are use an iPad to finalize the paperwork, sometimes we experience a sudden disconnect**, which is noticeable by the "deer in the headlights look." If that happens to you, slow down and explain what you're doing and what's going to happen with their invoice. Customers want to know that their information is safe, especially if they are paying by credit card.

**It's tempting show your customers information on the Internet** to help them understand what you are talking about. I do not do this. A lot of things can go wrong once your customers get on the Internet. Additionally, if they are not used to looking at or reading things on small smart phone screens or iPads, they won't want to look at it and probably won't be able to see it anyway. I would rather explain to them in my own words why it is important to do what I am recommending, why it should be done today, that I'm saving them time and money, and making their system run better and their home safer.

*What we know and are confident about as technicians is more important than how many buttons it takes to find information.*

*What our customers need to know is that we are confident in our ability to explain what needs done. and that we can do the work and do it right.*

*Don't allow today's technology to diminish your personal touch on your calls. Don't get so absorbed in your electronics that you forget to make a personal connection, and don't forget the importance of eye contact.*

*And, don't let your cell phone ring while you're running calls.*

## **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.](#)

### **Only a Few Dates are Open for Ride-alongs this Summer!**

Dale is booked through the month of July and most of August and September, 2014.

The next open weeks are August 4-8, 2014 and August 18-22, 2014.

From there, we jump to September 15-19, 2014 and September 29-October 3, 2014.

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.](#)

### **HAVE YOU LOST ANY OF YOUR TEC DADDY DISCS?**

If you've already bought Tec Daddy's Service Technician Survival School on DVD I want you to have a complete set.

I so want you to have a complete set that I will replace the first lost, stolen, or damaged disc **FREE OF CHARGE!** (There is a whopping \$6.95 shipping & handling charge.)



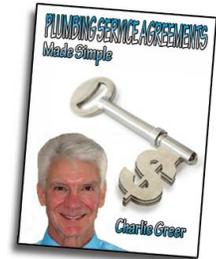
After your first FREE replacement, I'll sell you additional replacements at half-price, which is only \$50 each (plus a small shipping & handling fee).

The only way to take advantage of this is to get your credit card and call me at 1-800-963-4822.

[Click here for more details on Tec Daddy's Service Technician Survival School on DVD.](#)

## 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**

phone: 1-800-963-4822

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