

## Charlie Greer's Office

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**From:** "Charlie "Tec Daddy" Greer" <charlie@charliegreer.com>  
**To:** <hvacprofitboosters@comcast.net>  
**Sent:** Wednesday, August 19, 2015 11:29 AM  
**Subject:** Never Be a 'Deer-in-the-Headlights' Again!  
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### Charlie Greer's 'Four Fallbacks'

by Charlie Greer

Ever been a "deer in the headlights" where you've received an objection and been at a loss for words?

These four fallback responses will buy you some time while you think of something intelligent to say.

I didn't invent these techniques myself, and I don't know who did. They've been around a long time and they still work very well.



#### 1. Repeat the objection in the form of a question

There is no objection that can't be repeated back to someone in the form of a question.

Examples:

- | My price is too high?
- | You want to think it over?
- | You want to get other bids?
- | You want to hold off on it for now?
- | You don't have any money?

The key to this technique is the silence that follows the question. During that silence, one of three things will occur:

1. They'll stand right there and talk themselves into buying
2. They don't completely talk themselves into buying, but if you'll listen, they'll tell you what needs to be said or done on your part for them to buy from you
3. The whole technique falls flat on its face and doesn't work. This is why you need more than one technique in your arsenal. This will occur on the rare occasion their response is, 'Yeah, your price is too high!' and then just glare at you with their jaw jutting out. Not much to work with there, so you move on to the next technique.

## 2. The reversal'

This technique consists of responding to the objection with the question, *'Isn't that exactly why you should do this now?'*

For example, say they know they need what you're offering, but when you recommend it, they give you a put-off saying, they'd love to do it right now, but they're too strapped for cash.

You respond by asking, "Isn't that exactly why you should do it right now?" The reasoning behind that being that, since money is tight, they should go ahead and bite the bullet and take advantage of the discounts by doing everything possible on a single trip.

## 3. The 'feel/felt/found'

The feel/felt/found always starts the exact same way. It goes like this:

*I understand how you feel. A lot of people have felt the same way. What they have found is..."*

Then you start listing some of the benefits of your product and how glad they'll be when they own it.

Example: I want to get other bids.

*'I understand how you feel. A lot of people have felt the same way. What they have found is that, after spending hours visiting with other contractors and learning what they have to offer, they realized that having me do this for them was their best choice and they wished they'd made the decision sooner and saved themselves the time.'*

Example: I'm broke.

*'I understand how you feel. A lot of people have felt the same way. What they have found is that, after putting it off for a few years, they were glad they had it done, and were sorry they paid an inflated price on the exact same thing they could have gotten cheaper today, and wished they'd done it sooner.'*

## 4. The 'right angle close'

You're running a call and, right after you present the price, instead of giving you a straight yes or no, or making some kind of relevant comment or response, they say one of the following:

- | My son's in the business and he only lives about 35 minutes away
- | I used to be a buyer at the hospital
- | I happen to be the Secretary of our Homeowners' Association
- | My Volvo is in the shop and it's gonna cost me \$800 to get it fixed.

When your customers respond with some totally off the wall comment that has nothing to do with anything, you need to bring everything back on topic with a simple, direct closing question of your own, like:

- | So then, you want it?
- | Would you like me to get started?
- | Your signature here, please.

**This technique is the rough equivalent of saying, 'Just the facts, ma'am,' and directs the conversation back to the business at hand.**

**Whenever you receive an objection and don't know quite what to say, use one of these to keep your prospect talking for a few moments so you can organize your thoughts and strategize on the best way to close the sale.**

### **Do you plan to sell your business some day?**

**The only reason to ever start a business is to eventually sell it at a profit.**

Can your company run without you? It's worth less if you answered no. Furthermore, if your company can't run without you, you don't own a company ... you own a job!

When your business runs itself, you open the door to a whole world of potential buyers from outside of the industry.

You may have noticed by now that I'm a big supporter of [Service Nation Alliance](#). The primary reason to join Service Nation Alliance is to structure your company so that it runs without you, making it more valuable and easier to sell ... and in the mean time, helping you reclaim your life.

To show you the benefits of Service Nation Alliance, we do a **FREE** one-day seminar. Part of the day is a 45-minute presentation of Service Nation Alliance and what it has to offer. Make no mistake, though, this day is nothing like attending a time-share condominium presentation. There is no hard sell!

In my presentation, **CONTRACTORS: RECLAIM YOUR LIFE**, I share the differences I've seen between successful companies and unsuccessful companies.

Other topics:

- | How to Turn Your Job Into a Business
- | Marketing to Women
- | Simple Success Secrets

**Event:** Service Nation Alliance "Success by Design Day"

**Date:** Wednesday, September 2, 2015

**Place:** Palamar Philadelphia

**Time:** 8:30 am - 3:30 pm

**Who should attend:** Plumbing, Electrical, and HVAC Service Contractors from around the world. (This is a day for owner/principals only.)

**Cost:** **FREE!**

**To book your seat:** Call (877) 868-5902 or [click here](#).

Also included:

- | Complementary dinner the night before
- | Complementary full breakfast
- | Complementary lunch
- | Valuable and useful door prizes.

YOU DON'T HAVE TO LIVE IN PHILADELPHIA TO ATTEND THIS FREE EVENT! People will be flying in from all over.

For more information, call me personally at 1-800-963-4822.

[Click here for more information, or to register for this free event online.](#)

### **HVAC Contractors:**

**SURE, YOU'RE BUSY NOW, BUT HAVE YOU STARTED PREPARING FOR THE SLOW SEASON?**

If there were a way you could **MAKE YOUR PHONE RING ON DEMAND** ... would you want to know more about it?

Gene Slade, Jr., started an HVAC company from scratch. Within a short period of time he was doing \$3,000,000 per year. Six years later, he sold his company for a profit.

Here's the clincher:  
**HE DID IT WITHOUT ADVERTISING! HE DIDN'T EVEN HAVE A YELLOW PAGES AD!**

Gene's only marketing was a one-hour talk show on the radio.

Gene is selling his radio show across the country. This is a turn-key operation. Gene does all the research and buys the radio airtime.

**ARE YOU PREPARED FOR THE UPCOMING SLOW SEASON?**

**We can make your phone ring!**

**www.theleadninja.net**

**1-800-963-HVAC**

**We charge by the lead!**  
If you don't make money ... we don't make money!

**Charlie Greer**      **Gene Slade, Jr.**

Our ad in Contracting Business magazine

We just had a client expand his market. Over the last three weeks, we've generated 187 leads for him at a cost of about \$99 per lead ... and that includes buying the radio time.

Get this, after a small setup fee that includes him coming to your shop to train your techs on how to run the calls he generates, you're charged by the lead. **We only make money when you make money!**

**SO FAR WE HAVE A PERFECT RECORD OF SUCCESS WITH EVERY CLIENT!**

This is strictly for HVAC contractors, and since he charges by lead, he only wants contractors who can handle 1,000 or more new customers this year to sign up for a protected territory.

Gene's booked out for a good, solid month, and he's due for a price increase, so call now!

[For more information, click here or call 1-800-963 HVAC \(4822\).](#)



**Charlie Greer to Return to Australia this Year!**

**Melbourne: 10 November - Service Technician Selling Skills (one-day)**

**Sydney: 12 November - Service Technician Selling Skills (one-day)**

**Sydney: 17-19 November - 3-Day Sales Survival School**

[Click here for complete details.](#)

**Who is Charlie Greer?**

- | Began plumbing in 1975
- | Began HVAC in 1985



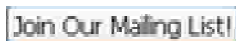
- | Author of the longest running column in the print version of Contracting Business magazine
- | Award-winning service salesman
- | HVAC Consultant-of-the-Year (twice)
- | Recipient of Service Roundtable Service Leader Award
- | Has run plumbing, electrical, and HVAC service and sales calls throughout the US and Canada
- | Creator of:
  - | [Tec Daddy's Service Technician Survival School on DVD](#)
  - | [Who Answers the Phone?](#)
  - | [Plumbing Service Agreements Made Simple](#)
  - | [Slacker's Guide to HVAC Sales](#)
  - | [Quantifying Quality: How to BEAT LOW-BIDDERS](#)
  - | ... and more.

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**Contact Information**

phone:1-800-963-4822



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