

Selling With Integrity:

**Technician Upselling
and Lead Generation**

presented by Drew Cameron






DOn't waIT






“The problems that exist in the world cannot be solved with the same level of thinking that created them.”

- Albert Einstein, Physicist



Sell beyond the box and become the “*boutique for the discerning homeowner*” by solving real problems. Become a Whole House, System Performance, Energy Management, Indoor Air Quality and Customer Care Service Provider

What Does That Mean?

- You ***ARE NOT*** for everyone!
- Everyone in your service radius ***IS NOT*** your target customer!
- You ***CANNOT*** be all things to all people
- Choose a niche, specialize and dominate
- Make your company the brand
- ***Your people & service are your hallmarks***
- Promote the heck our all you do and can do






“If you ignore your uniqueness and try to be everything for everybody, you quickly undermine what makes you different.”

Jack Trout author ‘Differentiate or Die’

“When you try to be all things to all people, be very careful as you may find you may become nothing to no one.”

Drew Cameron, Master Sellutionist





“Differentiation is a fancy word for doing the right things right without compromise.”

- Drew Cameron, Master Sellutionist HVAC Sellutions






How Can You Accomplish This?

- Change how you do business
 - You are in the people and service business
- Don't play the same game better... **Change the game and win!**
- Rethink service from the ground up and give it an extreme makeover.
- **Here are just a few ideas...**



Serving
VS.
Selling



Address The Situation and Fix The Customer



Be A Servant Leader



Service Call Process



“You cannot ask for a sale that is any larger than the size of the relationship and amount of trust and respect you have established with the customer.”






Transitional Statements




Support Materials



Repair vs. Replace



Follow-up & Feedback Systems



***Airflow
Diagnostics &
Whole House
Performance***



Simply Put:

Don't play the same game better and potentially lose...

Change the game and win!!!





Situation & Solution-Based Approach

When the prospect called, they already decided to write the check. Your job is to help them discover how much it should be and why they should make it payable to your company for your recommendations and solutions.








Accountability




- These are the basics...
 - Techs MUST know them and execute them
 - Deficiency of Knowledge
 - Deficiency of Execution
 - Communication and Accountability
 - **ATTITUDE?!?!?!?!?!?**
- How do you ensure all the above???

RIDEALONGS!!!



Accountability

- You cannot coach from the locker room
 - Techs explain process vs. experience
 - They may have heard it, but they are not doing it
- The difference between success & failure is mediocrity
- Complicit complacency
- Track Key Performance Indicators
 - Post results

***“In the world of professional service you are the master of your own domain or creator of your own demise...
YOU DECIDE!”***



Contact Us For Help

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