

## Sales 101 LUCY

### Intro To Sales

Alright, guys. Welcome to the sales portion of the course. This is one of my favorite topics. To start out, there's more to sales than just the salesman, right? So a lot of people get stuck on ID, my guys to sell better. I need my guys to sell better. What are some sales tricks? Like, how do I get them to be salesman? And really the matter of the fact is like, you're never gonna get your guys to be the salesman that you want them to be. Okay. You know, plumbers are just not sales guys. Okay? Some plumbers are gonna be more talented than others at sales. But what you really wanna do is set your plumbers up for success from the systems that you put in place. Okay? The things that you implement and the way you go about your business that builds value and sells the customer on your service. Right? So that the technician doesn't have to be this rockstar sales guy to make consistent sales. Okay? Because you've built all this value into your business. Okay? So two things I wanna cover real quick. Number one, people buy from those they know they like and they trust, right? So a lot of this is gonna get done in your marketing. So the way you brand yourself, how you message yourself in your marketing, the way your van wraps look, all of that stuff, okay? And then a lot of that is gonna go, you know, is gonna show up in like the way you perform your service. It's gonna be performed in a way where people automatically like you. They feel like I already know you from your marketing and they trust you. Right? Second thing is you have to be worth what you're charging. Okay? You can't go out and charge a bunch of money and only give them a little bit of value. Like we learned in our class about value and worth, right? The banana, we have to make that worth enough for them to be willing to pay us for it. So a lot of that goes into these two things are taken care of with how we go about serving the customer. Okay. So we're gonna go over those things in the next few videos. We're gonna go over all the steps of adding as much value to our service so that we are worth what we're charging and to make it so that they like us and trust us a little more. And then we're gonna go into how to, well, we're gonna go over my rise sales system. Okay. So building a relationship, and this is what you can train your guys on building that relationship, how to look at the job and present options to the customer and all that kind of stuff. Okay. And then we're gonna go into my set of super simple sales hacks that I use with my guys. Okay? There's only three things that I teach them and train them how to do that are very simple, that if you couple it with everything else in this sales class, that your guys will sell consistently and sell enough work for you to make money. All right? So I'll see you in the next video.

### Adding Value

#### Answering The Phone

One of the easiest ways for you guys to build more value in your service is just by the way that you answer the phone. And we've already gone over the CSR phone script. So if you haven't looked at that, go back to the scheduling section and check out the CSR phone script. You can view the SOPs and everything there, but you really wanna make sure that

your CSRs are answering the phone and they're doing these certain things. Okay? And if that's you that's still answering the phone, then you need to be doing these things as well. And I will say answering the phone is one of the first things that you're gonna wanna hire out because you as the business owner are gonna be terrible at this naturally. Okay? And a woman who's much more friendly and who's more suitable for this kind of work is gonna be much better at it than you are. Okay? Especially somebody who doesn't know anything about plumbing. Right? You just want a nice friendly voice on the other side of the phone that can answer the phone and get the customer booked for a plumber to come out to their house. Okay. So number one, just answer the phone. Like this seems like such an easy one, but believe it or not, most people don't prioritize just getting the phone answered. Right? So they let phones, they let them go to voicemail. They don't get them answered. If they do go to voicemail, they're not calling them back right away. They're just waiting hours and hours to call the customer back. And what the customer wants, right, is for them to call you, get ahold of you, you'd be friendly and you book the call. That's all they want. And so when you don't answer the phone, it really says something about your company to the customer. Okay. So you want to go through great lengths to make sure that that phone gets answered. So like in my company, we have two CSRs just so the phone gets answered. Okay. And then worst case scenario, both CSRs are busy. It can get forwarded to your general manager. And then in worst case scenario, you can have another answering service that can pick it up, right? So you really want to make sure and get that phone answered because it sends a good message to the customer that you care about them and you're willing to answer their call and make sure to get to them. Okay? Number two, not number two, but, you know, you wanna put a system in place, right? So just like we've got two CSRs and we have a system that rings both phones. And if somebody's busy, it rings another phone and they're busy or rings another phone. Okay. So put a system in place to be able to do that. And then third, right? Hire somebody to do it. Okay. So number two, train your CSRs to be friendly. And when you're going in trying to hire a CSR, you wanna hire somebody that's naturally kind of a little more bubbly and a little more exuberant and a little more friendly. They're gonna be much more friendly on the phone. Okay? It's all too often. I listen to call reviews from companies all around The United States, and they're answering the phone. Hello. Right? And they're not friendly. And what you really want is somebody answering the phone. Hello. This is prospect of plumbing and heating. This is Tanya. How can I help you today? Right? You want somebody that's just super friendly. All right. Number three, you want them to be helpful. Okay. It's really easy sometimes for them to get angry at the customer or to not give the customer what they want or whatnot. But what you want is the CSR needs to try to help the customer as much as possible. Go the extra mile for the customer. It's the same thing we want our technicians to do, but we really want our CSRs to take care of our customers at all costs and help them out as much as possible. Okay? So you wanna be helpful. Have them go the extra mile to pull that extra report. Have them go the extra mile to find that invoice to make sure they get it to their email. Have them go the extra mile to make sure they get signed up for financing, to get them in touch with the right thing. Have them go the extra mile to call the technician and figure out where they're at or what's going on and then relay that information to the customer. Okay? Your CSRs are like the connection between the customer and your technician and the general manager when your technicians aren't there yet. So you really need them to be helpful and to go the extra mile. And the number four, this is the last one, but book the job for today. Today is like the magic word in the business

of plumbing. K? When somebody calls your company and you answer in a friendly tone and you're extremely helpful and you say, yeah, we can get to you today between this time slot and this time slot, People will just, at your service. Alright? Because you're the only ones doing that. You're the only ones that are actually answering the phone. They're actually being friendly. They're actually being helpful and are actually getting you a time slot booked. Because when somebody calls a plumbing company, all they want to know is, I'm being taken care of. And that's really how you're building value in your service before you ever get to the customer's house. You're saying by doing these things by answering the phone, by being friendly, by being helpful, and by booking the job for today, you're communicating to the customer. We value you. We value your time, and we want to help you get your problem fixed. And we have you scheduled in a time slot, and we will see you at that time slot. That's incredibly valuable to the customer because there's no yeah. We might make it between this time slot and this time slot, or, you know, we can't get to you for two weeks or, yeah, we're kind of busy right now. I'll call you back if we have time. Right? Those are all things that devalue your service. So if you can just book the job and answer the phone and do it in a friendly manner and be super helpful, those things will add a ton of value to how you answer the phone. So show this to your CSRs and have them start answering phones in a very nice way.

### Do It Today

One of the best things you can do to add value to your service that doesn't cost you any extra money that sets you apart from your competition is to do the work today. So what do I mean by that? So you've been super friendly on the phone. You got the book job, the job booked, you're sending a technician out today. And then when the technician gets there, he's going to look at the problem and he's going to give the customer an estimate and they're going to go over the work and he's going to say, I can get these taken care of for you right now, And the customer is going to go, holy smokes, that's amazing, right? And this is one of the easiest ways to add a ton of value to your service so that your customer is willing to pay you what you have to charge in order to stay in business and make a profit. Okay. So at all costs, you want your plumbers to go out to a job, give an estimate and do the work right then and there, Even if they've got jobs booked on the schedule that they need to go to, you can move those jobs. Okay. Because a job one and a job done today is not only a really happy customer because you took care of them so quickly and you were so friendly and you were so nice, but that's also money that you get to bill out today and money that you get to put in the bank today. Okay. Because those other jobs, they could be, you know, just diagnostic fees, who knows? So if you've got a job that you do, number one, add a bunch of value by doing it today. And then number two, get money in the bank by taking care of the jobs that you do have that you can do today. So you don't have cash flow issues. Okay. And this is what your customers look like when you tell them, I'll do the work today. They do a little dance and they are happy as all be can get out. Right? So start doing the work today on-site right away.

### Uniforms

Alright, guys. Another way to add a lot of value to your service at a very low cost to you is to implement uniforms. K? And whether you like it or not, the saying is, look like a million bucks, make a million bucks. K? It's totally true. So, I mean, just look at these two pictures,

you know? You gotta think about your customer. K? You're going into somebody's home. She's likely a woman who's staying at home, and she needs to feel comfortable inviting you into her home and having you perform a service at your house. So just by looking presentable, then you can increase the value of your service. Okay? So think about who you would rather have come into your grandma's home. You know, these guys over here working for Roto Rooter. They've got a nice shirt on. They've got a name tag. They've got a nice hat. Their shirts are tucked in and they look presentable. Okay? That's what you want your guys to look like. You want them to go in looking presentable. You do not want them looking like this guy with his hat on backwards, his 05:00 shadow, his shirt's all dirty, tools are everywhere, making a mess, and he just does not look very presentable. I would not want to allow this guy in my home with my wife when she was at home alone. So you need to go get some uniforms. So put together a uniform plan that matches your company colors and have your guys wear uniforms.

### Truck Wraps

So just like your uniforms, the same thing applies for your vehicles. Looks like a million or look like a million bucks, make a million bucks. Right? That's one of my favorite phrases because it's totally true. So when you're pulling up to a customer's house and the homeowner sees a truck like this one on the left, you know, that looks like a professional plumbing company and that makes the customer feel like she's gonna get taken care of. Okay. This isn't some fly by night guy. The truck looks good. The guy that comes out of it is uniformed. It's very comforting to her to see that there's a professional company and that she's dealing with a professional. And she has a much easier time inviting that person into her home and trusting that person and feeling like she knows you and likes you. Okay? And that's how you're ultimately gonna get her to buy from you. Okay? Because we know people buy from those they know, like, and trust. And by having a van wrap and a guy in a uniform, you are getting them to trust and like you a lot more than if you were to show up in a truck like this one on the right with a guy with a white t shirt who's overweight, his pants are hanging down, his hats on backwards. He's all dirty. Okay. So you can see just by getting them to like you and trust you and being more inviting by doing these things, you're gonna be able to demand a much higher dollar amount. And that way you can stay profitable as a plumbing company.

### Communication

One of the most important things that you can do in your business to add value in your service is just to communicate effectively with the customer. Right? So how often are you communicating with the customer and how good is that communication? Does the customer understand everything you're telling them? Are you telling them enough so that they know exactly what's going on? Okay. So what I like to do is I like to think about, okay, when somebody calls my company, like think of it from the customer standpoint, what does it look like for the customer when they're calling my company, they're talking to my CSR, they're getting a job booked, they're getting a technician out to their house, they're getting a job done, and then they are getting an invoice. They're paying their invoice. And then what kind of communication happens? Not just after that, but during that entire process, right? So effective communication needs to happen throughout the entire process. And if you can communicate to your customer the whole process and throughout, then they will perceive

your service as way more valuable. Because one thing we value as human beings is just, you know, understanding what's going on so that we can plan so that we know and it's just very valuable to the customer. Okay. So, know, communication really starts like at the beginning, right? So your CSRs are going to take a phone call. We've already talked about them answering in a nice way and all that kind of stuff. But once they book the job, right, then are you sending them a text message saying, hey, you know, thanks for booking a job. Here's your time. Here's your date. And here's the technician that's coming out to your house. And all of that's going to be automated through service titan, but you just want to make sure that you go set that up. Okay. So you want to set up text message reminders of their appointment. So when they book an appointment, you want them to get a text message probably twenty four hours before their appointment. If that's applicable, you want them to get another text message that says, hey, just a reminder, your appointment's coming up tomorrow at, you know, this time. And then when your technician dispatches out to their house, you want to make sure and send them a text message with a picture of the technician that's coming out because they'll see that and they're like, oh, sweet. Okay. He's on his way. So now they've been like reminded. They know the tech is on his way. They got a picture of the technician. So it's been well communicated to them throughout the process until the technician shows up at their house, right? And then when the technician is at their house, you have to train your technicians to communicate effectively with the customer. Okay, so you have to train them to say, okay, you know, if there's a flapper problem to go to the customer and say, hey ma'am, I found your problem. I've got a few options for you. Here's what we can do to get that fixed. If I was you, I would recommend doing this one here and have them communicate why they would do that and why this is a good solution and even show them, you know, the torn flapper or the broken parts somewhere. Okay. And then communicating to them. Yeah, I'm gonna get this done today for you. Do you wanna go ahead and move forward with this? I can get it done and then we'll bill you when we're done. Okay. And then when they say, okay, say awesome. Cool. I'm gonna run out to my van and I'm gonna grab some parts. I'll be back in, and I'll get this fixed right away for you. Don't mind me when I come back in and we'll have you up and running short. Okay? And then when they do the work and they get the work done, go back to the homeowner and say, hey, ma'am, I got that work all done. It all went really well. You got a new flapper. You got a new fill valve. Your toilet's all back together. I've got the area completely cleaned up and, all of that has a one year warranty. All we gotta do now is take care of the bill. Right? And then have her when she once she pays the bill. Thank you so much for doing business with us. You should get an email survey or a text message survey. If you wouldn't mind leaving me a five star review, I'd really appreciate it. I hope you have a good rest of the day, ma'am. I'll see you on the next one. Right? Just that process of communicating with the customer is so important. And because you're dealing with plumbers who aren't necessarily the best communicators, you're going to have to train your guys on that. So a lot of the training that we do with our technicians is just how to communicate with the customer. And we'll actually run them through scenarios. We have some training, you know, board set up. We've got a board with a bunch of equipment and electrical stuff on it. And we'll actually like create scenarios where they have to go find what's broken. Okay. And so we'll say, hey, you know, so and so or Andrew you're you just dispatched to this job. I'm the homeowner and this is my board and I don't have any heat or whatever Go. And they will come up to the board. They'll come up to the, you know, me and they'll be like, hey, ma'am. Nice to meet or

hey, sir. Nice to meet you. My name is Andrew. I'm with Prospector Plumbing and Heating. How can I help you today? Right? And we'll have them go through the entire process of communicating of finding the problem of pulling up the options of communicating what our options are and what recommendation he makes, how he's gonna go about the work and then getting paid, and then collecting a review that they're gonna get a text message that he would really like it if they got reviewed, and then let them know to have a nice day. Okay? So all of that communication is so important that we spend about we probably spend about two hours a week just on communication, how to communicate to the customer. So it's gonna be really important for you to do the same with your technicians. And then other things that you want to set up. You want to set up a thank you communication, right? So you've answered the phone. You've been super friendly. You texted them a text message letting them know their appointment details. You've sent them a text message twenty four hours before if applicable. You've sent him a text message that your technician is on the way with a picture of him. That's a good picture with a friendly smile on his face. The technician showed up and he communicated from when he knocked on the door all the way through the entire job. He was a really good communicator. And then he sent the invoice and then you want to set up a thank you email and a thank you text message as well. Hey, thank you for doing business with us today. We really appreciate it. If you need us within the next month, here's another 10% off your service. Right? Those are the kind of things that you need to set up in your company and make sure that the process is well communicated throughout the whole thing. And that will add a ton of value. Just the ones from answering the phone to the technician in the field. Those ones right there build a ton of value in the customer's mind so that before you even get to the cost of the service, they're thinking, this company is awesome. Like they were friendly when they answered the phone. I got text message reminders and I got a picture of the guy that's showing up and the guy that did show up was the guy in the picture. And then he communicated really well to me that adds a ton of value to your service. So make sure you're communicating, make sure you're automating that communication and make sure you're training on communication in the field.

### **Parking In The Driveway**

Alright, guys. Just quit parking in the driveway. Okay? I know it seems really, like, weird. Like, just wanna go park in the driveway, but the reality is this just causes all sorts of problems. K? You pull up in the driveway, You're pulling into the customer's personal space, they kind of feel like. And then when you go in and you're doing work, then somebody's in the garage and they need to get out or somebody else is coming home and they need to be in the driveway and it just causes all sorts of problems. Okay? So this is something that you're gonna have to train your guys on to not park in the driveway and you're gonna wanna get a whiteboard and draw them a little demonstration or show them a picture like this and show them how to park. There are times where that's not possible, right? So my business is in Fairbanks, Alaska. And it's pretty rare that we even pull in a neighborhood like this. We have neighborhoods like this, but most of our houses are out, you know, in the middle of the woods. So they're pulling in like a big long gravel driveway. So we train our guys, hey, okay. If you're at the house park out of the way of the garage door, you know, park behind it enough to where somebody could get out if they had to. And then if you absolutely have to park in front of the house because there's nowhere else to park, then make sure and



communicate to the customer. Hey, if you if you need to get out or van's in the way, just let me know. I'd be more than happy to move it. Okay. So you got to train your guys on that. Don't park in the driveway. If you absolutely have to try and park it out of the way as possible. And then if you can't park out of the way, then communicate to the customer that, I can move my van. It takes me two seconds. I'm more than happy to move it for you. If it's in the way, just please let me know. Alright. So don't park in the driveway.

## Saying Hello

Alright. This is gonna be a quick one, but how your guys say hello to the customer is something you're gonna need to train your guys on. Okay? So what we say is you can knock on the door. We don't ring the doorbell. That's something we don't like to do. We only ring the doorbell after we knock on the door. And we like to give it like a three knock, like a one, two, three, a good three knock. Okay. And then we train them to step away from the door. So they're not right up on the door. Because that's kind of like worrisome for the customer. Like in this instance, they may be, they might be looking out this window going, who's here? Right? And so you want them to be able to see you. You want them to see you're not like rushing to get into their house and then you stand there until they come to the door. You let them open the door all the way and you say, hey, my name is Jared. I'm with prospector plumbing and heating. How are you doing today? Right? So now they've introduced themselves and then the customer can say, oh yeah, welcome. Come on in. Or the customer will engage the handshake. Okay. So that way it's them inviting you in. You're not just barging in their door. Okay. Or they're not opening their door and you're right there and you're like, Hey, give me a handshake. Right? So you want to make it a very welcoming experience for the customer. Okay. So you want to wait till they invite you in the home and then say, hey, you know, I hear you have a plumbing problem. What can I help you with today? Okay. What you don't wanna do is if you know you've got a water heater problem, right? That you're going there because they don't have any hot water. You don't wanna go in and go, alright, where's the hot water heater? Right? You don't want to go in there and say, your hot water is broken, let's get it fixed. You want to go in there and you want to hear the customer out even though they've already told your CSR, you want to go in there and hear them out. You want to create a friend. Okay? So you want to go in there very disarming and say, hey, how you know, thanks for having me in your home. How can I help you out today? What are you having problems with? And then let the customer tell you again, oh, man, I woke up this morning with no hot water. And you could be like, I hate it when that happens. And she'd be like, yeah, I don't like it at all. And then you can initiate the, okay. So no hot water. Is there anything else that you need help with today? And then hear the customer out again and say, okay, well, let's start with that hot water. Do you know where your hot water heater is? Right. And then have them walk you to the water heater and then let them know, okay, I'm gonna spend some time diagnosing this and then I'm gonna come give you some options and, let you know what's going on and how we can get it fixed. And they'll be like, okay, thank you. And they will leave you alone and then you can do your job. Okay. So how you say hello, how you initiate conversation is very important and that's something you're gonna have to train your guys to do.

## Respect The Customers Home

Okay guys, another way that you can easily add a lot of value to your service is as simple as respecting the customer's home. Okay. You know, this customer called you because you look like a real company. You've got nice fans. You've got good looking people, you've five star reviews. And so they have an expectation of you that you are going to treat them well and you're going to treat their home well. Okay. So couple simple things that you can do just to show them that you actually care about their home before the call, during the call and after the call. Okay. You want to do it throughout the entire process. Okay. And you're going to have to train your guys on this stuff. You're going to have to let them know, hey, we don't do these things. We do these things. Okay? So example number one, wear booties. It's a very easy thing to do when you go to the customer's house. Hey. Oh, let me throw on my booties real quick. Just pull them out of your pocket and throw on your booties. Okay? Train your guys, tell them, hey, you gotta wear your booties in the customer's home. We can't be going in with dirt on our boots, walking on their carpet, walking on their floor. Even if their floor is already dirty, we can't be doing that in somebody's home. Even if they say, oh, don't worry about it. You don't have to take your shoes off. You need to train your guys to say, oh, no, no, no. You don't want my boots on your floor. They're super dirty. Let me put these booties on. Okay. Put the booties on and then go in the customer's house. Everybody who wants it will respect it. Anybody else, even if they don't care, they'll be like, man, they want to take care of my stuff. I like that. Okay. Number two is drop clause, like put drop clause down where you're working. So you might have to get in there and look at some stuff, right? When before you give them an estimate. And if you go in and you put down a drop cloth, like in front of the kitchen sink and you kneel down and you get on the drop cloth and you inspect it with your flashlight. Well, just shows the customer, man, he didn't wanna scratch my floor. He really wants things nice and neat and clean, and it adds value to your service. And then during your service, you know, even if they accept your estimate, then to show them that you put the drop cloth down, You took care of their property. You respected their flooring. Right? You respected the inside of their cabinet or the edge of their tub. That adds a lot of value to their service. And then after they pay you, they're not gonna complain about the price because they saw that you cared about their home. Okay? Another easy one to do is carpet plastic. My guys actually keep these on their truck because we do a lot of boiler tune and cleans. And if you wear booties, your booties get all dirty. And then you go walk on the carpet, and the carpet gets all dirty. So instead, we roll out plastic from the door to wherever we need to get to access the boiler, and then we put a drop cloth down in front of the boiler. And that saves us from getting their carpet all dirty. And a lot of people just they think that's amazing. Okay. Another thing you wanna train your guys to do is clean up your mess. It sounds simple, but like if you can clean up your mess and then clean up even more than the mess that you made, then your customer is gonna be really happy. So if you're getting under their kitchen sink and it's a mess under there and you gotta pull everything out anyways to get access to that, Take a little time, go in there with a, you know, like a hand wipe or something or some, a spray of some sorts and just clean the bottom of their cabinet, clean the walls of the cabinet, clean the back wall, make it look way nicer than when you got there and then organize all their stuff really neatly under the kitchen sink. Okay? A lot of customers notice that stuff. When we go clean boilers, lot of times on the edge of the boiler or the back of the boiler, it'll be all cobwebby. There'll be trash back there. My guys all know



they leave that boiler looking as brand new as possible and the area around it all cleaned up. The walls, the floor, everything. Okay. That says a lot to the customer. All right? So if you can do those things, we already went over carpet plastic. The moral of the story is you gotta do those things. And if you can do them, you're gonna add a ton of value. So train your guys to be respectful, to care for the customer's house, and to clean up and leave it better than you found it. And you will have less customer complaints, more five star reviews, and just way happier people.

### Pricebook, Options, Software

So another thing that adds value to your guys' service is your price book, the ability to offer options and ultimately the software that you're using. Okay. And so it not only helps you run your business better, but it also builds your value and makes the price that you're charging more worth it. Okay. So like your price book, the ability for your technicians to go out to a job and to be able to price upfront immediately without having to call the office or do a bunch of stuff and to price quickly and not waste the customer's time, that's extremely valuable to the customer. Okay? And it builds value in your service. The ability to offer options like we've already gone over why we need to offer options for price perspective and all of that. But for the customer on their end, like to have the ability to choose how they spend their money rather than just being told one thing. They get to see, oh, I do have a bunch of different options and I can pick one that fits for how I want to take care of my house and how I want to spend my money. Now somebody isn't telling me how I need to spend my money. That's extremely valuable to the customer and then builds value in your service, makes your service worth more than the other people's. The other thing is, which is the software, you know, being on service Titan, being able to become a member, being able to apply for financing, all of that stuff builds value in your service. Okay. And then ultimately, just the software in general. So being able to track people's names and phone numbers and addresses, all their invoices, being able to track pictures of their work and the whole nine yards, being able to get text messages like we talked about before, automated emails, paying your invoice online, all of that stuff adds value to your service. So everything you do to make the experience better for the customer makes you more valuable and it's pretty cool. So don't forget about your price book and your options and your software on how valuable that is to the customer. Okay. Because sometimes when you're running a plumbing business and you're expensive, your head can get in the way and you will think, man, I'm just, are we just charging too much? Like, what are we doing? Right? Just remember how valuable you have made your service by putting this price book, the options and all the software into it.

## Sales Techniques

### Best to Good

Alright. Welcome to sales hacks with Jared. Okay. So I'm not a huge sales guy. I want to make the service so valuable and so ridiculously good that people feel stupid saying no to it. K? Or feeling like it's more expensive than what it was worth. Okay. I wanna bring as much value as possible, but I do think there's a couple things that we can do in the way that we present it and the way that we go about it that will make it more effective. Okay. So this is these are

the sales acts that we teach at my company, and this is the first one. So we offer options, good, better, best, but we present them in best, better, good. Okay. So we present the best option. We say, hey, this is \$26.15. You know, ma'am, here's your options. You know, this is what's ultimately wrong. I got a few options for you. Let me go over them with you. Okay. Your best option is \$2,615. It's all this stuff. Your better option is \$2,006. It's all this stuff. And your good option is \$1,001.25. It's all this stuff. So just by reading it in that order, then their mind isn't fixated on that on this first price. Right? So the \$2,600, their mind is fixated on the cheaper price. Okay. So now you've just brought all this value with the service that you brought in, right? All this stuff you did, you texted them, you got them on the schedule. You got there today. You were super nice on the phone. You were super nice when you showed up, you're offering them options. And now they're equating all of that that's happened with 01/2025 instead of equating it with 02/2015. Okay? So this is a really common sales technique that a lot of sales guys use. This is just how you use it in your business. So we train our guys to start with the best and work their way down to the good.

### Price Then Value

All right. Here is sales hack number two that we train in my company, and you may have noticed it on the last video. But when we're offering the options, we give the price first and then the amount of value they're going to get. Okay. So when you guys are filling out your price book, that's what your technicians are going to read to the customer. Okay. So you want to fill that out so that when you're putting a description on the task, it gives a lot of value to the customer. Okay. So it seems like you're doing a lot. You can list out the steps or the processes that are involved, just to add more value into your service. Okay. So what we would do is why we give these best to good. My guys all go in and they say, yeah, I got three options for you, ma'am. Let me go over them with you real quick. Then I'll recommend one and then we can go over one, you know, figure out which one's going to work best for you. Does that sound good? And she'll say, yeah, that sounds great. And you go, okay, here's my three options. And let's say my best option is \$2,615 And then they'll say it's an electric furnace. It includes installation, labor, free for new equipment, and you get a gold club membership. Then they'll say, and my better option, k, is only \$2,006, and you get the ductless AC system installation labor fee for new equipment. Now this is a bad example of, like, value down there, but you guys get the idea. And my good option is \$11.25. You get the air conditioner, installation labor fee for new equipment. Okay. So in this one, they're getting electric furnace. This one, they're getting the ductless. This one, they're just getting an AC. Right. And you can just by doing that. Right? What it does is it says just like we went best to good and they fixated last on the small dollar amount. When you give the price first and then the value, the customer is not fixated on the price anymore. They're fixated on the value they're getting for that dollar amount. Right? So when you flip it around and you say, okay, the best option is, you know, all this value and it's \$26.15, they're fixated on the price. So it's just refocusing their attention just like before on what we want them actually to think about. Like, actually want them to think about what they're getting, what we're doing, like the value that they're getting, and then decide if the price is worth the value. Right? So that's sales hack number two. See you on the next one.

## The Recommendation

All right. One of the most powerful things you can do as a sales act is to make a recommendation. Okay? And this is exactly what I would do when I was in the field and it works every time. I'd always find a solution that works for the customer and I would make a recommendation. Okay? So you're gonna wanna train your guys to make recommendations. And if you've pre built the options for them, then they're very likely to actually do it. Okay? They're probably not gonna do as good as you would do, but you being in the field that you care a lot about your business, you care a lot about taking care of the customer, and you care a lot about making the sale. Your guys don't care as much about that. So you're gonna have to pre build options and then teach them how to make recommendations. Okay? So this is exactly two methods that I use to teach my guys. I give I run them through this exact scenario. Okay? So we already know we're giving them best to good. We're doing price then value, and then we're letting the customer choose. Right? And we're gonna say, it's gonna like, the whole conversation is gonna go like this. Okay? Hey, ma'am. I found out what's wrong with your toilet. I've got a few different options for you. Let me go over those, and then I'll make a recommendation, and then we you can decide what you wanna do. And she's gonna say, okay. Cool. Yeah. And you're gonna go, okay. So what happened was your toilet flapper inside your toilet, it's the thing that allows the water to go from the tank to the bowl. And when you pull the handle, it pulls it up and lets the water in. And then when all the water drains out, it's supposed to flap back back down and seal. Well, yours has a little crack in it. Happens all the time. They dry out and they get worn out. They get a little crack in it and they quit sealing. And that's why your toilet's running. So I've got some options for you. The best option that's the most expensive is to, get your toilet replaced. So for \$1,232, we'll remove your existing toilet. We'll remove your wax ring and supply line. We'll install a brand new comfort height toilet with a soft closing lid, new water supply line, and a wax seal. And that includes all labor material and a one year worry free warranty. Our better option for you is to give you a full rebuild in your toilet. Okay. So that includes, or actually that's \$749. It includes removing existing flush valve, fill valve, bowl gasket, and supply line. And then we'll go in and we'll install new flush valves, fill valve, the tank to bowl gasket, and a new supply line. And that includes all labor materials and also a one year worry free warranty just like all of our work. And then my good option for you, which is the cheapest at \$398, We're gonna go in and we're just gonna remove that old flapper, and we're gonna replace it with an industrial grade toilet flapper. And that includes all labor material and, of course, our one year war of free warranty. But, honestly, ma'am, if I was you homeowner to homeowner company, sure, decide, I would do the best, the better option here. Your toilet's fine. You don't really need a new toilet. So that one, unless you just want a new toilet, we can do that one, but you don't really need it. So it doesn't really make sense. It would be cheaper to do the good option. But after looking inside your toilet, your fill valve and your flush valve, that's the other parts that make your toilet work. Those are pretty old and pretty corroded. And so for just a little bit more, we can get all of it replaced and then you don't have to worry about it. And then it's all covered by our one year word worry free warranty rather than having to call me back out, you know, a month from now and pay another \$400 or \$500 to get your fill valve replaced. Right. What do you want to do? Right. So you see how that went? So it was like, gave them the options and then I gave them an honest recommendation. Okay. Now if their toilet was destroyed, well, then an honest

recommendation would be to replace their toilet. But on the other hand, like, if their fill valve and their flush valve and their tank to bowl gasket were brand new, then that would be a dishonest. Right? It would be dishonest to recommend this one. So in that case, the conversation would go, you know, miss Jones, you know, homeowner to homeowner, company sure decide if I was you, I would just do this cheapest one because, your fill valve and your flush valve look really good and they don't really need replaced. They're all pretty much brand new and your toilet's fine unless you just want a brand new toilet. Then I would just do this, just the flapper. And miss Jones is gonna appreciate that a lot. The fact that you were honest with her about her flapper. Okay. So you have to train your guys though, because like a lot of guys will go in and they'll just replace the flapper. Okay. Because it's the cheapest and they think because it's the cheapest, it's the best for miss Jones. But if you can show them an example like this and you can say, for just, you know, \$250 more, she can get all of it replaced. If it's all old and worn out, that's the best option for her because if it breaks in another month, right? Not only is she gonna be mad because we were just in here, but it's gonna cost her another \$750 to get all this stuff replaced. And it comes with a new flapper. Right? So the best thing for her in that instance would be to do this better option. So you have to kind of train your guys how to think about it, that you're providing the best value for miss Jones, not necessarily the bottom dollar. Okay? And the beauty of doing this right here and offering these options and going through it and being honest with miss Jones is that it builds rapport with her. And then the best part about that I like about this, I have sold a million toilets this way because I go in, they rarely need a new toilet, but what they want is they want a new toilet. Right? And if you don't offer it to them, then they're not gonna buy it. But it's so funny how going in and saying, you know, unless you just want a new toilet, you don't really need it. Your toilet's fine. A lot of people will stop you and be like, no, no, no. I want a new toilet. How much is it? And it comes with a soft closing lid and it's one of those tall ones. And you're like, yeah, yeah, yeah, we can get all that. You'll sell a toilet. I've actually had a lady in this very scenario. She goes, well, I want a new toilet. Do you have any other toilet options? And she really wanted the pressure assist toilet. So she ended up buying four pressure assist toilets from me. I went there for one bad flapper. Okay. And she bought four pressure assist toilets just because I went through this in this manner like we did on this call. Okay. So you got to teach your guys the recommendation. It is literally the best sales technique on the planet.

### Ask For The Sale

So one of the most overlooked sales tactics is just asking for the sale. It sounds super simple, but a lot of people forget about it. They'll just end their presentation with this awkward silence and your customer doesn't really know how to proceed forward. And so they need you to kind of guide them into making the sale. Okay? So we've already gone over like how to present all this, how to offer the recommendation, but basically I would offer the recommendation. I'd say, hey, you know, homeowner to homeowner company should decide. This is the one I would do. Here's why. What do you think, miss Jones? Do you like this option? How would you like to move forward today? And just by asking for the sale, you invite them in to say, yeah, I would like to move forward with that. Rather than making this awkward silence where they're like, I don't know which one to pick. Right? So you just ask them, hey, does that sound good to you? Would you like to get this done? I can do it for you right now. Today, I've got the parts on my truck. What do you think? Right? So just by asking

for the sale, all of a sudden you make a sale. So you're gonna have to train your guys on that and get them comfortable with that. And it will make for a lot more sales and actually a lot more higher tickets.

## RISE Sales System

### Rise Sales System

All right, guys, let's go over the Rise Sales System. Okay, this is a system that I kinda stole from Gettle Air Conditioning. And I know he stole it from a book. I can't remember what the name of that book is, but I kinda stole it, modified it and then used it for my company. And it works really, really well. Okay. And it's an acronym. So it's RISE, relationship, inspect, solutions, execute. Okay. So it's just four easy steps that you can teach your guys that will get them selling really quickly. Okay. So the most important part is relationship. Like if you can have your guys be friendly and, you know, a relationship with the customer, they're gonna sell so much better. So if you can train them just to go in there and be the customer's friend, they don't really have to be this like professional, super, I don't know, professional looking acting, business, corporate kind of guy. They can just be real, okay? So they can be normal. They can say, hey, how are you? I'm doing really good. I love this house, it's beautiful. What you got going on? Maybe I can help you out. Right? So they can just be like they're talking to their best friend or to their their neighbor or somebody they know really, really well. And if they can build that relationship and build a connection with the customer, they're gonna sell so much better. Okay? So first thing is first, you know, quickly establish a relationship with the customer. Number two, then you wanna inspect the customer's needs and wants. Okay. So you're gonna establish a relationship. You're gonna inspect the customer's needs and wants, and then you're gonna package those solutions and offer them to the customer. Okay? And then you're gonna help overcome the customer's objections to purchasing. Right? Sounds very simple because it is. And probably the most important step is this first one because that's what most people forget. They usually go to a house and they just barge right in and wanna know what's broken. Yep, I fixed that for you and they don't establish the relationship. Most people are totally cool doing all three of these, but then that first one is the one they forget. If you do that first one, this fourth one becomes so much easier, okay? So again, it's something you're gonna wanna train your guys on, all right? This is like a constant thing that you're gonna have to do. So let's go over the relationship, okay? Create a relationship with the customer. Customers buy from those they know, they like and they trust. So when you create that relationship, you create a relationship of them knowing you, liking you and trusting you and then they're willing to buy from you. And the more real you are, right? The easier it is, okay? So show up to the house with a clean vehicle and a clean uniform, knock on the door or ring the doorbell. We teach our guys to knock before they ring the doorbell. Don't crowd the door, introduce yourself. You got to put these words in your guys' mouth. Okay. You got to say, Hey, I'm so and so with Prospector Plumbing and Heating. How can I help you today? Then wait till you're invited in. Don't waltz right in. Once you're in the door, take off your shoes, right? You're building a relationship. You're saying, Hey, I care about you. Then you just want to listen to the customer. Most guys go in and they go, Hey, where's that broken water heater? Right? You want to say, Hey, what's going on? And the customer will be like, I woke up with no hot water. Okay. Right? Oh, I hate

it when I have no hot water. You wanna relate. Okay. And that's really where the relationship comes in. Then we move into the inspect phase. So then you wanna inspect the situation to understand the customer's needs and wants. And this is really important. You need to listen to the customer and listen to what her needs are. And you need to listen to what her wants are. Okay? Because we wanna sell the customer, not just what she needs, but ultimately we wanna sell her what she wants. Cause she bought she's trying to buy something from you and we don't wanna just give her a need. We wanna give her what she wants. So listening is a big portion of it. Inspect the entire area where the need or want exists. Okay. So we teach our guys, you don't wanna be a broke fix plumber. If you're looking at a leaky drainer or the sink like this guy, check everything else while you're under there. Right? It would be a shame to get called back in a few days to fix something else when you were just there. That is what customers dislike the most. If you were just under their kitchen sink and you didn't fix something that needed to get fixed, good customers absolutely despise that. They hate it. They're like, he was just under there. Right? Because they don't want to call you back to fix that thing. They wanna call you once and they want everything fixed on that call. And they don't really care how much more it costs. They just don't want the inconvenience of calling you back. Okay. So we make a list of all the items that need replaced or repaired, and we present them to the customer in good, better, best solutions. Okay. So we package those solutions to provide to the customer. We present the solutions in a good, better, best format to fit the customer's needs. We communicate the value of what you're offering. So we show Ms. Jones the broken part, or we explain exactly what it is that we'll be doing and why, and you explain exactly what is involved in each of these options. K? So you have to show them the value and then recommend the solution that best fits the customer's needs. We want to recommend the long term solution, not the cheap and easy fix. Okay. And we don't sell them something they don't need. Okay. Unless they absolutely want it. Right? If their water heater is brand new, we don't sell them a new water heater just to try to get more money out of them unless they just really want a different water heater. Right? So you might find this with a toilet. We do this a lot with toilets. Our customers will have a bad flapper and we'll end up selling them a new toilet because they want a taller one or they want one of the slow close seat or they don't like the way the one that they have looks. Right? So that's an easy example where by offering them options of a flapper, a rebuild and a new toilet, they end up buying the new toilet. And that's really good because then the customer ends up getting what they want. Whereas if we just would have went in there and replaced the flapper when they wanted a new toilet, we wouldn't really be doing them a good service, okay? So you're gonna package up those solutions and offer them to the customer and then you're gonna execute. Okay. So you're gonna ask for the sale. Would you like me to get this done for you today, Ms. Jones? That is the powerful like phrase you can say. Okay. What do you think about going ahead with this today? Okay? This is super important to ask for the sale. We did a whole video on it. And then you need to overcome the customer rejections. Okay? So here's some typical ones that we get and here's how we deal with them at my company in the field. She might say, oh man, that's really expensive. She's probably not gonna say your price is too high. She's gonna say, well, I'd like to do that one, but it's a little expensive. You need to train your guys to say, well, you know, we're running a 10% Facebook discount. I can apply that to your bill. That would put your total at, does that price seem more reasonable? Or you can say, hey, we're running a 10% discount to first time customers. I can apply that to your bill.



Let me calculate that real quick. Okay, miss Jones, that would make your bill this price. Does that seem more reasonable? Would you like me to get this done for you today at that price, miss Jones? Right? You have to train your guys in order to do this. So you can do role playing in your morning meetings. You can say, okay, I'm miss Jones. I got a bad toilet flapper. Andrew, go. And have Andrew pull it up on his iPad, present the options, and you can say, man, that's a little expensive. I don't I'd like to do that one, but that's kinda high. Right? And have them run through this so that it's like second nature to them. K? You can also use the one, you know, hey. We're running a 10% return customer discount. I can apply that to your bill today. That would make your total this much. Does that seem more reasonable to you? Would you like me to get this done for you today at that price? Ask for the sale again. And what's funny is, like, nine times out of 10, they'll take you up on that offer. Okay? Here's another one we get. Miss Jones, she might say, I need to go over these with my husband. Or you might be at the husband, with the husband, he might say, I need to go over these with my wife. And you can say, do you wanna give him a call? I can wait. I've got nothing else on my schedule and I'd really like to get this taken care of for you. Right? So she might say, ah, you know what? I don't need to it. Just go ahead and do it. Okay? This will get rid of a lot of pushback about the husband. Okay? Miss Jones, she might say, I need to get three bids. And you can say, I totally understand. If we do the work today, we waive our \$96 diagnostic charge. Plus we have a 10% Facebook discount going on. I can apply that to your bill. That would put your total at, give her the total. I would really like to get this taken care of for you today. Right? That magic word today, that's a magic word in the business. Okay? So you need to role play with your guys and go over this constantly. Okay? Constantly. Guys, how to overcome objections. Okay. If the customer doesn't want any work done, then you're gonna have to charge the customer \$96 diagnostic charge. Your guys might not be \$96 but you're gonna wanna charge them some sort of diagnostic charge. If the customer does want the work done, we're gonna perform the work exactly like we told the customer we would, okay? That's super important that you do what you say you're gonna do. And you're gonna show the customer what you did and you're gonna answer any questions they may have. We're gonna update the invoice description in our service Titan to accurately represent the work we performed. We're gonna take lots of pictures and then we're gonna collect payment. You always want to collect payment. Okay? Always. I tell my guys, go the extra mile to collect payment. Call the customer, wake them up from their nap, meet them at the bank, always collect payment, okay? Because that is the lifeblood of your company is getting money in the bank tomorrow, okay? So if you absolutely can't collect payment, train them. You need to email them an invoice while you're still at the job, need to call the office ladies, let them know payment was not collected and why, then complete the job and move on to the next one. Okay? That is the rise sales system that we use. So it's relationship. So you build a relationship with the customer, then you inspect their plumbing issues. Okay. And then you package that up into solutions for them. And then you execute on those solutions. Alright?