

H B T I

H V A C

BUSINESS & TECHNICAL INSTITUTE

Repair vs. Replace Technician Selling System

December 27th & 28th

Is it time for you to implement Selling Technicians? As consumers are more cautious and less trusting than ever before, contractors will need to use every advantage available to them. To answer the question, *“Is it time to implement selling techs”* ask yourself: if you were given the following option which would you choose?

“Mrs. Jones based on my experience and what I’m seeing here today, I would recommend that we hold off on the repair at this time and get some information on applying that money to a new comfort system. This doesn’t cost anything and only takes about an hour or so. I would be more than happy to schedule one of our Comfort Advisors out to help with this, or if you prefer, I can assist in putting together the information while I’m here?”

If you would personally choose to deal with the technician, then it’s time.

Class Description: This course is designed to teach the willing and able Service technicians to execute a model technician selling process. This technician selling process when used will deliver predictable results!!! **The first couple of jobs sold will pay for the training class and tools, every job after is money otherwise lost!**

Our Training Objectives:

- Teach the technician how to identify a good selling situation vs. ones which strategically call for us to schedule out a Comfort Advisor.
- To teach analytical service technicians how to leverage their personality traits to sell jobs.
- Understand how to move a customer into a position that will allow them to be educated.
- Teach the technician how to identify Add on and Replacement opportunities.
- Teach the Technician how to feel more comfortable making uncomfortable recommendations.
- Teach the technician how jobs are priced out. (Both service repairs and new installs) When we are done they will feel good about the prices we are charging.
- To convert more overlooked sales opportunities than ever before!
- Teach the technicians that a “No response” to a system upgrade will always convert into additional proactive repairs and maintenance agreement sales! (We never lose a customer!)

Allowing a technician generated lead to cool down because of slow responding sales support is a costly mistake we can no longer afford.

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Training Content:

- Approach each call as an education process.
- Show the customer the pain associated with making ill-advised short term “Fix it” Decisions.
- Using proper diagnostic practices so as not to overlook underlying problems.
- Using a fast and easy Utility Overpayment program to assist with repair or replace decisions.
- Learning how to use Total Cost of Ownership to help land jobs.
- Learn how to properly price out residential installs without leaving the home.
- Learn the best practices for giving customers their Repair vs. Replace options.
- Learn how to overcome the basic objections and ask for the sale.

Sales related Technical training in our state of the art onsite Training Lab.:

- How to perform a Manual-J Load Calculation.
- How to take system static pressures and utilize the information to design better systems.
- How to feel more comfortable selling and designing residential zoning systems.
- How to avoid common after install complaints because of mismatched component application and recommendations that do not apply.

Included tools:

- New easy to use **Add On and Replacement price pages** based on company’s Gross Margins. HBTI prepares your price sheets before training class. (Full pricing software included separately)
- New Utility Overpayment program.
- Manual-J Load Calculation form.
- Package pricing & customer options worksheets.
- New comfort Questionnaire & Engineering analysis form.

2-Day Course: December 27th & 28th (the week between Christmas and New Year’s is typically slow.)

Tuition: Includes registration, lunch, course materials and selling tools. **To qualify for the Early Bird special tuition of \$895, you must register by December 15th. Normal tuition is \$990. Contractor Growth partners are of course free!**

This is the only local program of its kind, don’t miss out! Space will be limited!

Service selling coach: Shaun Cartwright – (Proven experience in developing Million dollar selling techs)

Service training coach: David Norman – (David’s best practice training experience is simply the best!)

To register for this course, visit HBTI’s website www.hvacinstitute.com or call (253) 638-7797.

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