

Summer Sales Secrets

(How to improve sales and closure rates now, in the heat of the year)

Studies have shown that the #1 reason sales are lost is lack of trust! (#2 is no one asked them to buy, #3 is no one followed up). So do the things necessary to build trust. Ask questions, listen, establish priorities, offer options that solve their concerns. Be there on time. Do what you said you were going to do.

Then ask them to buy. Before you ask, take a deep breath, reflect on their issues, not your commission, and then present the investment required in terms of the benefits they will receive. Always refer back to the benefits. I realize it will be busy this summer. We will be pushed to get out the proposals. There is a natural tendency to rush through, get on to the next call. This is the one area you do not want to rush, asking for the business. So slow down, review the home comfort opportunities they had shared with you and the solutions you bring to the table, then show them how easy it is to own comfort in their home.

Now, just a head's up. Contracting Magazine did a study a few years ago, here is what consumers wanted from a new comfort system: 42%-better humidity control, 41%-better air purification, 32% better temperature control, 31%, winter humidification, 28%-individual temperature control. Now that we know what they want, share how they can get that. Don't get all balled up on the price, it was way down the list on things wanted. The reason we get so many price objections is simple: we don't discover needs and share benefits.

Next, plan on following up. You cannot follow up too much, have a system that allows you to see customers who have not purchased and check back every year, or on the anniversary of the quote. Just tell them you were thinking of them, ask if they had any other questions. It will pay dividends.

Finally, send out hand-written thank you notes after every install. Every one. We have to have the emotional connections, people buy emotionally. So help them buy and give them the best reason to refer you to others, you really care about them as people, not just another 4 ton system.