

Tom Piscitelli's

System Selling with T.R.U.S.T.®

In-Home Sales Training Workbook

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Exclusively for

Rick Sellerman

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Tom Piscitelli's
***System Selling* with T.R.U.S.T.®**
In-Home Sales Training DVD Workbook

Greetings *System Seller!*

Thank you for your decision to invest in this training program...and congratulations on your decision to also invest in yourself. You have made a wise choice. I believe this is the most effective, and the most honest, in-home sales training there is.

This 70-minute DVD and Workbook is a 10-year compilation of the best sales practices of the best sales people from the best companies in the HVAC industry. There is no single style of selling that will work for everyone; we are, after all, each different in many wonderful ways. Are there other sales approaches that can be effective? Certainly. Are there some suggestions we show here that might not work for you? Possibly.

What you can be certain of is that by studying and applying what you will learn you will increase your close rate, increase your typical selling price, increase your profit margins, increase customer satisfaction...and increase your income. How can I be so certain? Because thousands of others before you have done just that.

***System Selling* with T.R.U.S.T.® evolved from two concepts:**

- 1. *System Selling* refers to the idea of offering a complete “HVAC system” to the homeowner vs. the historical “low bid plus options” approach. Time has proven this to be a vastly superior sales strategy.**

2. The acronym T.R.U.S.T. came from the fundamental principles and processes we've discovered are most effective in any in-home selling situation:

T = Tell the Truth...always

R = Relationships...build them for life

U = Understand...by asking and listening

S = Show...the customer choices

T = Take Action...they need to act to solve their problem

The best-of-the-best performers in any vocation are continuously looking for ways to improve. They are the ones who constantly show up at training seminars and are continuously reading articles and books. They know that by watching and re-watching, reading and re-reading and never-ending practice they will become the best they can be. I hope you do the same with this DVD and Workbook.

So now it's time for you to get to it. Watch a DVD chapter and pause at the prompts. Go to this workbook and answer the questions before turning the page to see the "textbook" answer. I suggest you stay with the chapters in sequence on the first run and then come back later to any chapters you want to review.

Try your new knowledge and skills at every opportunity and you will find your improvement will be rapid and your success rewarding.

Good Selling to you.

Tom Piscitelli

P.S. Special thanks to my friends and associates Bill Ribble, Chuck Pollis, Dave Robinson and John Sedgwick for their support and contributions in helping create this unique and powerful curriculum.

Selling with T.R.U.S.T.® Sales Process

T	R	U	S	T
Tell the Truth	Relationships	Understand	Show	Take Action

There is no single, “right” way to sell. Every salesperson is different. Every customer is different. Every situation is different. So having “sales formulas” and “canned pitches” can’t possibly deliver the best results.

And no matter what you say or do, your true intentions will be clear to the customers. The consultative sales person sincerely cares about the customers’ interests, and isn’t concerned with making the sale, or how much the sale will be; s/he only cares about the customer being satisfied.

When we sincerely care about the customer, putting their needs first, rapport is naturally and easily established, and a relationship based on trust will result.

The intention of the T.R.U.S.T.® Sales Process is to make the sale and create a client-for-life relationship. This is why you are there. And, in fact, it is what the customer wants. Since we know the customer is going to buy from someone, all we have to do is find out what they want...and offer that to them.

It is impossible to know what the customer is thinking when you are talking. On the other hand, you can significantly influence what the customer is thinking about when you are asking questions.

And by listening...careful, active listening without “filtering”...you can discover and understand the customers’ needs. It’s likely you will be the only sales person who has ever done that with them.

Once you understand the customers' needs, all you have to do is tell them and show them you understand what they want, and then tell them and show them how your products and services meet and exceed what they have asked for.

By following the T.R.U.S.T.® Sales Process you will have earned the right to ask for the order, and the customer will want to buy. After all, what you have done, sincerely done, is find out what the customer wants...and show them how you can give that to them!

In order for the customer to make a buying decision, the Value must exceed the Price. This is the customer's decision, not anyone else's, especially not yours. The only way for you to know when this point is reached is for you to Ask For the Order.

How do you ask for the order? The best method is to give the customer a Choice where either answer is "yes". For example, "The Total Investment is \$7857, or the Monthly Investment is \$167, which would you prefer?"

How often should you ask? As often as it takes! First, begin asking when you have earned the right to, and keep asking...even after you respond to an objection.

Will there be objections? Absolutely! Instead of fearing objections, and feeling that an objection is a rejection, understand and know that an objection is just another way for the customer to tell you what they want. Objections are the customers' gift to you. Objections tell you what additional information they must have in order to make the buying decision!

Remember, the customers want to buy, they invited you into their home, they need what you have, and you will help them get what they want...when you approach the sales call this way, you will have earned the right to ask for their business.

Chapter 1: The Heat Won't Come On

Homeowners, Sharon and Bob, discuss a problem with their furnace and the challenges of finding a good contractor.

Please answer these questions before turning the page.

- Ø How easy would you say it is for your past customers to contact you?

- Ø What did your company do the last time you completed some work for your customers to make sure they were highly satisfied and were likely to call you again and/or refer you to their friends?

- Ø How do today's consumers approach shopping for products or services they don't know much about? Especially if it's a large expense?

- Ø What are the best marketing methods for generating sales leads and creating clients-for-life?

- Ø What should the sales person be doing to generate his own sales leads?

Making sure your customers can contact you

- Furnace or air handler sticker
- Refrigerator magnet
- Google search finds you on the first page
- Name in bold print in the white pages and yellow pages
- Company name tag on all safety shut-offs in the home, garage, basement, etc.
- Company pen
- Company name on chip clips
- Company name on outside thermometers
- Quarterly newsletters
- Monthly postcards

Making sure your customers are highly-satisfied

- The lead installer goes through a job completion checklist with the homeowner(s), answers all questions, and has the homeowner sign the checklist agreeing that all is well.
- The lead installer leaves a postage prepaid customer feedback form and politely asks for it to be completed and mailed.
- The sales person returns to the home after the job is completed and running for a few days, confirming that they are happy.
- The office makes a “happy call” after the job is completed to ensure customer satisfaction.

Getting your customers to tell their friends, neighbors and co-workers about you

- This begins with making sure they are highly-satisfied
- The sales person must ask for the referrals
 - Ø The company should have a written Customer Referral Program that the sales person presents and leaves with the customer. This provides some reward to the customers for providing a referral that produces a sale.

How do today's consumers shop for products and services they know little about?

The yellow pages used to dominate in the consumer-search arena but have steadily declined in favor to the internet search. Generations X and Y are very computer-savvy and are the most likely to use the web. Today's retail companies, which include HVAC contractors, must have a good web site with proper keyword listings so a general search will show their company on the first page. It is advisable to get an expert in this area to insure this is done properly.

Additionally, Google, the dominant search engine, will "sell" you a top position through their Adwords service. See www.adwords.google.com for more details. Some experts say that it is not critical to be in the #1 position, that being among the first 6 will produce good results.

For more information and resources on web site design and services, ask your equipment supplier about their resources, and I recommend you also check on www.serviceroundtable.com.

Please answer these questions before turning the page.

Ø How important is having a professional-looking web site?

Ø How important is it for your company to come up on the first page of an internet search through Google or other search engines?

Ø When a customer calls, what are the elements of a proper phone greeting?

How important is a professional-looking web site?

The “grace period” is over. Today’s consumer expects a pretty sharp-looking web site. If yours isn’t professional, or you don’t have one at all, you are immediately moved down or even taken off of their list.

Search for your competitors’ web sites and see how you stack up. If you need a tune-up then look for recommendations from your equipment manufacturer, other suppliers or of course check out Service Roundtable.

How important is it for your company to come up on the first page of an internet search through Google or other search engines?

Some experts make the case for being #1. Some say just be among the top three. Others say anywhere on the first page is fine. To completely confuse us there is a recent trend toward paying for a top or side “blue shaded” listing. These are the spots you can get with Google Adwords and other search engine providers.

What’s the answer? Experiment. One of the good features of internet lead generation is that you can track every lead. If it is expensive but pays for itself then do it. A few months will be all you need to find out what works and what doesn’t.

Answering the phone call, the greeting, and answering customer questions

Contractors don’t have people sitting around looking for something to do...they’re busy. “Busy” can range from “fully-occupied ” to “chaos”. So when the phone rings some of these busy people might perceive it as an interruption. This is, of course, the opposite of the truth.

The reality is that incoming call is likely a customer who needs something and has chosen your company above all others to help them. You are the first choice. They are depending on you. And they expect that you value them and their business. We must act accordingly, every time.

There are some fundamental rules of telephone etiquette that I'll go over and then I'll send you to some additional excellent resources.

Rules of Customer Engagement on the Phone

- Perceive every call as an opportunity to serve your valued customers/clients
- As your reach for the phone put yourself in a customer-appreciation frame-of-mind
- Answer the phone by the third ring...second is even better
- As you lift the phone to your ear put a smile on your face
- Greet appropriately, such as: *"Good Morning, thank you for calling Total Home Comfort, this is Tom. How may I help you today?"*
- It's very important that you are sincere about appreciating them and that you do want to help them. If not, these words will sound hollow and insincere.
- Everyone who answers the phone must be trained on the above, and then trained on how to handle each of the different types of calls. There are excellent resources that provide "scripts" for this purpose. Check with your equipment manufacturer (For example, York's BTU Net Prophet) and also Service Roundtable www.serviceroundtable.com . See an example of their script book on the next page)
- Every incoming call should be logged as to who called, why they called, if they are a sales lead, who gets the lead, if they are a new customer why they chose you, and on and on. It's critical to gather that information so you can make appropriate management and investment decisions as you grow.

The Ultimate HVAC Incoming Call Script Book



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