

## SALES TRAINING NOTES

# Are Technicians Perfect?

October 2022

Being successful is doing the difficult tasks others won't.

Why do we accept imperfection from salespeople but not from technicians? If salespeople only make 50% of their sales, we can generally agree on a job well done. However, if a technician only completed 80% of the job and said, "I did my best, but I just can't install anymore," they would no longer be employed.

We tend to think certain people in sales just have the "right" personality and are naturally better. This belief isn't true; improving sales can be taught.

We salespeople can't rely on "I did my best" to excuse weak sales skills. Just as we expect technicians to have the right tools, knowledge and skills to get the job done, we should expect the same professionalism from our sales teams.

Listed below are skills each salesperson should know:

- **Prospecting:** finding potential customers.
- **Approach:** after prospecting, it's crucial to follow up. This could be as simple as setting up an appointment.
- **Needs Analysis:** asking questions to find out the prospect's wants and needs and using their answers to discover their real intent.

- **Security Design:** walking the prospects' properties together to get them involved with the process of security, not just the price.
- **Value Presentation:** understanding what prospects want and need. Using FFBTT (Feature, Function, Bridge, Benefit, Tie-down) can help them make the right decisions
- **Closing:** the easiest part of the job, but the hardest for unsure salespeople. Have fun doing this – ask them to buy!
- **Handling Objections:** refers to having a CCICC (Concede, Clarify, Isolate, Convince, Close) process to overcome the objections by understanding what the objections really are.
- **Referral Gathering:** asking current customers for referrals to potential prospects. This shows prospects you're someone they can trust.

We must hold ourselves to the same standard we hold our technicians to. Yet in my classes I've found, 80% of salespeople are not trained in these areas. Studies show that only 17% of people in selling have ever read a book about how to sell. Only 23% will ever attend a sales class – and typically, they're enrolled because their employers require it.



In our training, you might remember me saying "do or die." This is the mindset of not accepting failure as an option and never giving up on success. There's a massive difference between "do your best" and "do or die."

Salespeople fail in direct correlation to their willingness to accept socially acceptable excuses. In our field, we must be careful not to use "I did my best" to excuse our lack of sales skills. After all, we don't accept 80% of a completed job from our technicians – even if they say, "I did my best." So why should we accept this from ourselves? If you get discouraged, remember the expert in anything was once the beginner. Until next time, always remember if you don't make a sale, you work for free.

Good luck and happy selling my friends,

Jack