

# HIGHER TECH SALES – A DIAGNOSTIC APPROACH

A Workshop Designed Specifically for Techs and Owners Still Working in the Field

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*A class specifically designed for the small business owner who is still working in the field and wants to organize their company. Learn the fundamentals of management and sales!*

**F**ield labor costs and technician productivity are some of the most important keys to making a profit in this industry. Most owners do not manage technicians well but also do not manage their own time effectively. Increasing billable time is important for any service based organization and we will show you how to do it in just one day!



This seminar may teach you how to get another \$7-\$10K in annual profit, per field employee, using professional diagnostic techniques. We will discuss the importance of training technicians to recognize legitimate sales and repair opportunities. We will give you most of the forms, paperwork, and written procedures required to get the job done.

You will learn important tips on dispatching. We will show you why flat rate pricing is essential. If you already use flat rate pricing, we will help you get the most out of it. We will explain why company meetings are important and why you should never talk about sales.

## WHAT YOU'LL LEARN:

- Increasing truck sales begins by eliminating words like "sales" and "sell" from your vocabulary and we will tell you why.
- How to get your technicians to collect on service calls.
- How to get technicians to really show an interest in increasing sales and productivity.
- 8 out of 10 HVAC systems need substantial repairs. We will tell you what those repairs are and how you and your customers can benefit from them.
- What is the "correct" amount of sales per service technician, installation technician, and per truck?
- How much should a good tech bill out per invoice?
- How to uncover legitimate sales opportunities that add profit to your bottom line and please the customer.
- How to motivate your service and installation technicians with clever compensation plans and bonuses.
- Find out how long equipment is rated to last and how you can use that information to produce, and even predict, replacement sales.
- Receive statistics and examples that demonstrate opportunities to redesign and properly repair poorly maintained equipment.
- Receive a free equipment replacement worksheet that will help you decide, "should you fix or replace it".

You will learn how to get your technicians to sell maintenance agreements. Learn the two greatest mistakes that companies make when selling maintenance agreements. Learn why a huge number of companies are losing tremendous amounts of money selling maintenance agreements.

This class is an absolute must for any business owner who feels they have lost control of their company or simply wishes to gain more control over their business.

If you have always had an interest in improving the productivity of your technicians but didn't know where to start, this class is for you. Sign up your service technicians, and if you still run service, be sure to be there yourself.