



**SERVICE PROFESSIONALS  
AUSTRALIA  
PLUMBING, ELECTRICAL, HVAC**

**NO MONEY!**

**NO MONEY!**

**NO MONEY!**

**INSIDE:**

**Is it Okay for Contractors to Want to Make Mo' Money?**

**Setting Your Flat-Rate Service Prices**

**What Kind of Company Are You Running?**

**How Smart, Fast, Efficient Technicians Cost You Money!**



**SERVICE PROFESSIONALS AUSTRALIA** is leading the evolution of service in Australia. We are dedicated to helping Australian Plumbing, HVAC, and Electrical service contractors increase their profitability through proper pricing and management policies, marketing and sales training that keeps a sharp focus on ethics. We do this through live seminars, tele-seminars, video coaching and counselling, online networking, books, video DVD's, audio CD's and software systems.

**ALLAN FERGUSON** is the CEO of Service Professionals Australia.

Allan has owned and operated a plumbing and electrical service company in Sydney for over 20 years. Over the past six years he has grown his business by approximately 40% per year.

He attributes this growth to:

- Transitioning to Flat-Rate Pricing
- Selling Service Agreements
- Sales training for his plumbers and electricians.



Allan feels that the more contractors that get involved in charging the right prices, through flat-rate pricing and service agreements, the easier it will be for all of us.

[allan@serviceprofessionals.com.au](mailto:allan@serviceprofessionals.com.au)



**CHARLIE GREER** is a plumbing and HVAC service technician, and an award-winning HVAC salesman. He's best known as the creator of *Tec Daddy's Service Technician Survival School on DVD* and *Slacker's Guide to HVAC Sales on Audio CD*.

Charlie has gained worldwide recognition and received prestigious awards as the premier sales trainer for service technicians, salespeople, CSR's and contractors in Australia, as well as in the U.S. and Canada. He's considered an expert on the topics of pricing, service agreements, sales, and profitability for service contractors.

[charlie@serviceprofessionals.com.au](mailto:charlie@serviceprofessionals.com.au)

### FOUR EASY WAYS TO ORDER:

1. Online using our secure server at [www.serviceprofessionals.com.au](http://www.serviceprofessionals.com.au)
2. Fax the order form to 02 9481 9325
3. Mail your order to Service Professionals Australia, 4/10 Chilvers Road, Thornleigh NSW 2120
4. Over the telephone by calling 1300 307 413

### ORDER PROCESSING:

- All orders are processed and shipped the following business day.

### GUARANTEE:

- All products carry a 30-day money-back guarantee.

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Fellow Service Professional:

Our industries need more techs. Our techs need more money, more status, more respect and more time off in order for them to start recommending this field to their children and friends.

You can blame the service technician shortage on kids these days not wanting to work long, hard hours, but that won't do one bit of good in resolving the situation.

Successful people don't have everything handed to them and things don't always go the way they'd planned them or hoped they would. Successful people know that it's better to just make the most with what they've got than it is to sit around complaining about life's challenges.



**Success is a result of your thought processes.** So is failure. The following are some thought processes I believe are hazardous to your financial health.

**Stop thinking there is something "wrong" with techs learning sales skills.** Ever thought, "We know we need to pay more to attract more techs to our industry, but we can't afford it because we can't sell our work at higher prices"? That's where those sales skills come in handy.

News Flash: ***Service technician is a sales position!***

Yes, sales skills can be used for evil purposes; so can science, the military, the media, religion, education, and just about everything else.

**Stop thinking it is "wrong" to have any self-interest in mind when running calls.** What's that all about? You're in business, and the purpose of a business is to make money. On the bright side, we're in the "helping profession." *Every time one of us makes a sale, we've done something to help others.*

**Stop thinking it is "wrong" to make good money** (as long as it's done legally and honestly). I'm a believer in, "an honest day's pay for an honest day's work," and what we do is HARD!

Why does wanting to pay your techs more and your techs wanting to earn as much money as possible consistently raise questions of ethics? *Wanting to make money is not unethical!* Of course you're going to do it ethically! You can't make money long-term by lying, stealing, and cheating.

**Stop thinking there is a righteousness in poverty.** More money for you means you can afford to provide better service for your customers...the first-class level of service you've always want to provide. The more money you charge, the more generous you can be with your customers, your employees and your charities. Who do you think supports "the poor?" *The rich, that's who!*

**Stop thinking that high prices are "non-virtuous."** There is no virtue in low prices. Every time one of these so-called "high-priced rip-off companies" charges *a decent rate for decent work* (don't forget that essential component), they've done something that benefited the entire industry, namely:

- They got a customer to pay fairly for what our techs go through to do what they do for people
- They paid their techs well, so they may help to recruit much needed talent to our dwindling labour pool
- They made enough money to stay in business and continue to set a higher standard for the rest of us.

If you don't feel you can become one of the highest-priced plumbing, electrical or HVAC service companies in your area because people just won't pay any more than what you're already charging, you don't need better customers, you need better sales skills. *We can help.*

Yours for increased success,

## WHAT KIND OF A COMPANY ARE YOU RUNNING?

You're not running a service company. You're running a sales company, and what you sell is service. Your service techs are your "reluctant sales force."

Your success as a contractor relies on your service technicians' success as salespeople. *Scary thought, isn't it?*

Every other sales organization, including those which employ only highly motivated, trained and professional salespeople, conduct regular sales meetings and hold regular sales training. Why don't you? How can you run a sales company consisting of a sales force of non-sales professionals without holding sales meetings and conducting regular sales training?

The recommendation is that you conduct a minimum of one thirty-minute sales training session per week.

## RECOMMENDATIONS FOR CONDUCTING TRAINING SESSIONS:

The meetings must have a specific start time. More importantly, they must have a very specific running time. Don't allow sales meetings to run into overtime for discussion or debate. No single point must be completely resolved by the end of the meeting. When the meeting ends in the middle of a discussion, your employees will spend the rest of the week debating salesmanship, *which is exactly what you want to happen.*

## NOTES ON DISCUSSIONS AND INTERACTIONS:

- Avoid heated debates
- Don't be concerned about techs who do not appear to be interested. They could just have a good "poker-face," be afraid it will seem "un-cool" to participate, or be afraid of being criticized or ostracized
- Give them time, they'll come around
- Never force your opinions on your techs. *"People convinced against their will are of the same opinion still."*
- Technicians are masters at drawing management into circular arguments about issues that they care nothing about. Don't allow yourself to become someone's "play toy."

For a "ready-made," professionally produced meeting, you can purchase (or borrow from your local public library) sales oriented tapes, CD's and DVD's. Simply play a segment and hold a discussion on the topic.

*Continued on the following page.*

## WANT YOUR TECHS TO MAKE MORE SALES?

Send them to a live sales seminar with Charlie "Tec Daddy" Greer

### Course Objectives:

- More Sales
- Fewer Turndowns
- Higher Average Invoices
- More Service Agreement Sales
- More Replacement Sales
- Learn How to Use Flat-Rate Pricing
- Higher Income for Everyone
- Project More Confidence
- Improved Company Image.

### Agenda—Day One:

- What is the purpose of your job? (Answer: To make money for the company)
- Is Service Technician a Sales Position?
- The "Salesman Stigma"
- Is sales "personality driven"?
- What Does it Take to Excel in Sales?
- Scientific Sales Techniques
- Never Quote the Bare Minimum!
- Benefit Selling
- "Your Price is Too High!"

### Agenda — Day Two:

- "Add-on Sales"
- Service Agreement Sales
- Using the Flat-Rate System on Service Calls
- The Courtesy Inspection
- Steps to Running a Service Call
- The "Paper Towel Close"
- "I Want to Think it Over!"
- "I Want to Talk to My Husband!"
- "I Want to Wait!"
- "I Want to Get Other Bids!"

*Before we attended your seminar we had a relatively low sales target to hit each day, and we still weren't getting there. Now the two techs who attended are hitting the target for the entire company! — A.F.*

*Just won a \$1600 job using your response after the customer said the price was a little steep. — B.C.*

*I used a few of your techniques and added an additional \$100 to my sale, proving your advice works. I tried a few other things at the next call and produced an additional \$1,700 on top of the original call out, and it was the easiest thing I've ever done. — T.C.*

## DATES, LOCATION, PRICES OF CHARLIE GREER'S 2-DAY SEMINAR:

### Dates:

- 1-2 June, 2011
- 15-16 June, 2011

### Location:

The Stamford Grand North Ryde Hotel  
 Corner of Epping & Herring Roads  
 North Ryde, NSW 2113  
 +61-2 9888 1077

*Special group rate for attendees staying at the hotel.*

### Time:

- Registration: 7:00 am
- Start time: 8:00 am
- End time: 5:00 pm.

### Tuition:

- Single Attendee: \$995
- 2 - 4 Attendees (from the same company): \$945 each
- 5 + Attendees (from the same company): \$895 each
- Add 10% GST
- It is not necessary to send everyone to the same session to receive the group rate. You can send your HVAC techs to one session and your plumbers or electricians to the other and still receive the group rate
- \$100 per Attendee Discount For Service Roundtable Members See page \*\* for info on Service Roundtable..

### Includes:

- Continental Breakfast
- Mid-morning Tea
- Lunch
- Seminar Manual.

### Payment Terms:

- 50% deposit required to book your seat
- Balance due the first day of the seminar.

### Refund Policy:

- Deposits are non-refundable and non-transferable to a different date or a different seminar (they are, however, transferable to a different person).

### Guarantee:

- *Your satisfaction is guaranteed!*

### More Info or to Reserve Your Seat:

- Call 1300 307 413
- Online [www.serviceprofessionals.com.au](http://www.serviceprofessionals.com.au)

**"Tec Daddy's Service Technician Survival School on DVD,"** (see pages 8-9) was created by a service technician specifically for service technicians, and is currently being used successfully by a number of Australian service professionals.

### WHAT DO YOU COVER IN THESE MEETINGS?

Conceiving and conducting fifty-two well constructed meetings per year may seem a daunting task. Listed below are a number of excellent topics that will take you more than a year to cover.

People don't necessarily commit to excelling in sales until they've gotten their lives in order and begun setting some long-range career, financial and personal goals, hence the large number of non-sales related topics.

### TOPICS TO COVER:

- What is the purpose of your job? (Answer: to generate a profit for the company)
- Defining excellence in service sales
- Overcoming the "salesman stigma"
- Proper grooming for service techs
- Why should I buy from you?
- The best things to do on calls
- The worst things to do on calls
- Handling all types of difficult people and difficult situations
- Maximizing your career as a service tech
- What's good about this job?
- Using the "flat-rate book"
- The benefits of doing neat paperwork
- Goal setting for service techs
- Planning for your retirement
- Planning for your children's college educational expenses
- Solving your boss's problems
- Getting along with dispatch
- Step-by-step procedure for running calls
- Presenting the product
- Presenting the price
- Selling over the phone
- Selling to landlords
- Selling service agreements
- Upgrading a repair to a replacement
- Overcoming objections:
  - "Your price is too high!"
  - "I want to think it over!"
  - "I have to talk to my husband."
  - "If it ain't broke, don't fix it"
  - "I want to get other bids."

# ARE YOU SERIOUS ABOUT WANTING TO MAKE MO' MONEY RUNNING SERVICE?

Then send your technicians to  
**CHARLIE GREER'S SERVICE TECHNICIAN SURVIVAL SCHOOL**

Charlie Greer's Service Technician Survival School is four days of intense sales training where Electricians, Plumbers, and HVAC Techs learn a professional, subtle procedure for running calls that increases your profitability.

The class is limited to 12 attendees. Everyone gets my personal attention. I make absolutely certain you know, understand, and can apply the course material before you return to work.

Many attendees sell enough in additional products and services their first day back on the job to pay for their entire expense of taking the school.

This school will change your mind about salesmanship, make you more money, and make you feel good about your job. Many previous attendees who arrived at the school with a negative attitude toward sales, their jobs and their lives in general, left the school with an entirely different, more positive outlook. They instantly became better salespeople, better employees, better citizens, better communicators, and better parents.

### When you graduate from this School:

- *You will never be intimidated again!*
- *You will establish instant rapport with your customers!*
- *You will never lose control in a sales situation again!*
- *You will never be at a loss for words again!*
- *You will never be afraid of the price objection again!*
- *You will never worry about money again!*

*Attendees are video-taped role-playing closing techniques and overcoming objections.*

*Everything is scripted out for you in a manual.*

## DAILY AGENDA CHARLIE GREER'S SERVICE TECHNICIAN SURVIVAL SCHOOL

### TUESDAY MORNING:

- Video role-playing.

### TUESDAY AFTERNOON:

- What is the purpose of your job?  
(Answer: To make money for the company)
- Is Service Technician a Sales Position?
- The "Salesman Stigma"
- Do They Have to Like You to Buy From You?
- What Does it Take to Excel in Sales?
- Scientific Sales Techniques
- Never Quote the Bare Minimum!
- Benefit Selling
- "Your Price is Too High!"

### WEDNESDAY MORNING:

- Video role-playing.

### WEDNESDAY AFTERNOON:

- "Add-on Sales"
- Service Agreement Sales
- Using the Flat-Rate System on Service Calls.

### THURSDAY MORNING:

- Video role-playing.

### THURSDAY AFTERNOON:

- Steps to Running a Service Call
- The Courtesy Inspection
- The "Paper Towel Close"
- "I Want to Think it Over!"
- "I Want to Talk to My Husband!"
- "I Want to Get Other Bids!"

### FRIDAY MORNING:

- Video role-playing.

### FRIDAY AFTERNOON:

- The "I Want to Wait!" objection
- Getting the signatures
- Collecting on every call.

## DATES, LOCATION, PRICES CHARLIE GREER'S SERVICE TECHNICIAN SURVIVAL SCHOOL

### Dates:

- 24-27 May, 2011
- 7-10 June, 2011

### Location:

The Stamford Grand North Ryde Hotel  
Corner of Epping & Herring Roads  
North Ryde, NSW 2113  
+61-2 9888 1077

**Special group rate for attendees staying at the hotel.**

### Tuition:

- Single Attendee: \$3,495
- Additional attendees from the same company: \$2,995 each
- Add 10% GST
- It is not necessary to send everyone to the same session to receive the group rate. You can send your HVAC techs to one session and your plumbers or electricians to the other and still receive the group rate
- Service Roundtable Members receive a 5% rebate through Roundtable Rewards. See page 18 for info on Service Roundtable.

### Includes:

- Continental Breakfast
- Mid-morning Tea
- Lunch
- Seminar Manual.

### Payment Terms:

- 50% deposit required to book your seat
- Balance due the first day of the seminar.

### Refund Policy:

- Deposits are non-refundable and non-transferable to a different date or a different seminar (they are, however, transferable to a different person).

### Guarantee:

- **Your satisfaction is guaranteed!**

### More Info or to Reserve Your Seat:

- Call 1300 307 413
- Online [www.serviceprofessionals.com.au](http://www.serviceprofessionals.com.au)

### WHAT DO AUSTRALIANS SAY ABOUT THIS COURSE?

*Genuine interpretations of real-life scenarios. In a world of sales training that lacks a real-life approach, this was a breath of fresh air.*

— Michael



*I gained a lot from Charlie, from overcoming the price objection to asking the customer the "right" questions. A "no bullshit" way of going about sales.*

— Nick

*Straight to the point. Common sense. Well done. Good to see such attention to detail.*

— Ben



*Real events and situations.*

*Works in all fields.*

— Josh

*It was to the point. It made me think. It took me out of my comfort zone. The course was entertaining as well as informative. It kept me awake.*

— Chris





*The Tec Daddy videos have made a big difference with my techs. Charlie relates well with the technician in the truck. I highly recommend it! -- E.G.*

### DVD sales training specifically designed for:

- Plumbers
- HVAC Techs
- Electricians.

### Description:

- 13 DVD's
- 52 twenty-minute videos
- This provides you with a year's worth of pre-planned 30-minute sales meetings.



*Tec Daddy was one of the best things I did for my life and my business. — T.B.*

### Each DVD consists of:

- Four videos (to be played at a rate of one per week)
- At least one "Bonus Feature" and Four Safety Tips
- 8-page "mini-manual"
- Service Technician Quizzes
- High quality plastic case.



### 12-MONTH SUBSCRIPTION PLAN:

- 12 payments of ~~\$100~~ **\$83.25** (+ \$6.95 shipping & handling per month)
- Discs 1&2 shipped immediately
- You'll then receive one new disc per month until you've received the entire series (13 discs)

### SINGLE PAYMENT PLAN:

- ~~\$1,200~~ **\$999** (+ a one-time shipping & handling charge of \$11.95)

*My technicians identify with Charlie. They pay attention during the videos. It's reduced my training time preparation by at least 1/2. He REALLY knows how to overcome that "evil" sales image many plumbers have. Our average invoice has improved since beginning the series. They are inexpensive and would be at double the cost. They are ongoing and present different topics each week for a whole year. They can be repeated anytime there is a request. Invest in the series — you will not regret it. — E.O.*

*"We are using the Tec Daddy series. It is truly a work of art. You had 100% attention and even the doubters were impressed." N.W.*

*"The Tec Daddy DVD series is worth a lot more than he charges. Your techs will learn what to do with the inspiration that Charlie's series will give them. I can honestly say, Charlie's DVD series is the best value available." P.D.*



## TOPICS COVERED ON INDIVIDUAL DISCS

**DISC 1:**

- EPISODE 1:** What is the purpose of your job?  
**EPISODE 2:** Overcoming the "salesman stigma"  
**EPISODE 3:** Do you have the time to increase sales?  
**EPISODE 4:** The 10 "C's" of running service  
**BONUS FEATURE:** Music Video

**DISC 2:**

- EPISODE 5:** The power of "Negative Thinking"  
**EPISODE 6:** Career options for service technicians  
**EPISODE 7:** The raw truth about self-employment  
**EPISODE 8:** What are you thinking?  
**BONUS FEATURE:** Music Video

**DISC 3:**

- EPISODE 9:** Selling "add-ons"  
**EPISODE 10:** Organizational skills for techs  
**EPISODE 11:** Don't be a trouble-maker or complainer  
**EPISODE 12:** Goal setting  
**BONUS FEATURE:** Tec Daddy's favorite "add-ons"

*"Just want you to know that I think your DVD's are fabulous! They have made a night-and-day difference at how I approach every aspect of my business. From someone who has never spent a day in a service truck, you make my job a lot easier! Thanks and keep up the good work!" A.W.*

**DISC 4:**

- EPISODE 13:** Overcoming price objections  
**EPISODE 14:** More ways to overcome price objections  
**EPISODE 15:** More ways to overcome price objections  
**EPISODE 16:** More ways to overcome price objections  
**BONUS FEATURE:** Why Should I Buy From You?

**DISC 5:**

- EPISODE 17:** Service agreement sales  
**EPISODE 18:** More on service agreement sales  
**EPISODE 19:** Still more on service agreement sales  
**EPISODE 20:** Even more on service agreement sales  
**BONUS FEATURE:** Service agreement primer  
**SECOND BONUS FEATURE:** Music Video

**DISC 6:**

- EPISODE 21:** Taking the service call  
**EPISODE 22:** The drive to the call  
**EPISODE 23:** Pre-call preparations  
**EPISODE 24:** Arriving at the call  
**BONUS FEATURE:** Additional sales training sources

*"There is never an episode that we do not learn something, and we have learned over 100 different ideas that, as they are put to use, astound us. As we continue to change what we do and try new and fresh ideas, we are amazed at the positive results. Last week, after studying Psychoneuromotorlinguistics (Episode 39), I went out on a sales appointment, followed what you told us to do, and sold a \$10,000 stand-by generator! We need passion in what we do. The Tec Daddy DVD's are full of passion, and only by opening our minds can we discover who we are and where do we want to go. I am passionate about what I do. Thanks for your passion, too." M.C.*

**DISC 7:**

- EPISODE 25:** Your demeanor  
**EPISODE 26:** Your first 60 seconds  
**EPISODE 27:** The "Courtesy Inspection"  
**EPISODE 28:** The "Courtesy Inspection" (continued)  
**BONUS FEATURE:** CSR training

**DISC 8:**

- EPISODE 29:** Using the "flat-rate book"  
**EPISODE 30:** Setting up for the sale  
**EPISODE 31:** "Selling" the job  
**EPISODE 32:** Closing the sale  
**BONUS FEATURE:** The "Paper Towel Close"

**DISC 9:**

- EPISODE 33:** "I need to think it over" and "I need to talk to my husband (or wife)."  
**EPISODE 34:** Repair vs. Replace  
**EPISODE 35:** Selling service over the phone  
**EPISODE 36:** Landlords & home warranty companies  
**BONUS FEATURE:** Improving your penmanship

**DISC 10:**

- EPISODE 37:** "Active listening" and eye contact  
**EPISODE 38:** The use of questions  
**EPISODE 39:** Psychoneuromotorlinguistics  
**EPISODE 40:** Proper grooming for service techs  
**BONUS FEATURE:** Improving your listening skills

**DISC 11:**

- EPISODE 41:** Tips for "young looking" techs  
**EPISODE 42:** Behaviors to avoid when running calls  
**EPISODE 43:** Assuming the sale (without using pressure)  
**EPISODE 44:** Don't be a wimp!  
**BONUS FEATURE:** "What is your hourly rate?" and "Flat-rate" vs. "Time & Material"

**DISC 12:**

- EPISODE 45:** Are you boring your customers?  
**EPISODE 46:** The "Return on Investment Close"  
**EPISODE 47:** "I want to wait"  
 "If it ain't broke, don't fix it!"  
**EPISODE 48:** The "Quality/Service/Price Story"  
**BONUS FEATURE:** "I want to get other bids"

**DISC 13:**

- EPISODE 49:** Never be at a loss for words again  
**EPISODE 50:** Managing your personal finances  
**EPISODE 51:** Six things you really need to know  
**EPISODE 52:** Take pride in your career

# SETTING YOUR FLAT-RATE PRICES

by Charlie Greer

Transitioning from charging by the hour to working out of a flat-rate book requires you to make certain you cover all your overhead expenses, including the expense of non-billable time spent driving, performing warranty service and training, and provide you with a reasonable profit that is fair to you, your employees and your customers.

You can set your prices up to do all this, and make the purchase of additional tasks and a service agreement a "shoo-in."

The correct way to price jobs that ensure you've got all your expenses pertaining to that job, including what it costs you in overhead, is to use the "break-even point" method.

## The "break-even point" method:

Your "break-even point" is the dollar amount your company needs to bring in every billable hour, just to pay ALL your costs of doing business, and is the most accurate way of ensuring you're charging enough money to pay every single one of your expenses and make mo' money.

Once you know your true cost per billable hour just to stay in business, you KNOW whether or not you're going to make any money when you take on a job.

## Determining your "break-even point":

Your "break-even point" is more accurate when your company is departmentalised and you do a separate one for each individual department. The minimum you should do is separate your company into a "Construction" and "Service/Installations" departments. Ideally, you'd separate your "Service" from your "Installations" departments.

When you departmentalise your company, take a few minutes to go over your financial statements and use your best judgment in applying what percentage of each of your expenses, such as rent and utilities, should be applied to each department.

The calculation:

- 1 Add up ALL your expenses, including payroll, and deduct anything you directly "job cost," such as equipment rentals, subcontractors, commissions, and anything you spend at a parts house. Do NOT consider any labour expenses as "job costs." You'll still include labour as a job cost when you reconcile your jobs; just don't include labour as a job cost" during this step.

$$\text{Annual Expenses} - \text{Job Costs} = \text{Cost of Doing Business}$$

2. Divide your "Cost of Doing Business" by the number of billable hours per year. Use about 1,000 hours per service technician who does nothing but run service calls, and 1,750 hours per installer who does nothing but installations.

If you've separated your company into at least two departments, say "Service Department" and "Installations Department," and you're doing a separate "break-even point" for each department (which you should), you may have techs who go back and forth between service and installations. For a tech who splits his time equally between the two departments, use 500 hours as the divisor for the "Billable Hours per Year" for your "Service Department," and 875 hours as the divisor for the "Installations Department."

$$\frac{\text{Cost of Doing Business}}{\text{Billable Hours per Year}} = \text{Break-even Point}$$

Now you know how much you need to charge per billable hour, just to stay in business and pay your employees (without generating any profits). Even non-billable time spent driving, diagnosing, selling, doing paperwork, running warranty calls, training, holidays, and sick time is covered in your "break-even point."

Don't be surprised when your "break-even point" calculation shows that it costs a lot more per billable hour to run your company than you're currently charging. It's very common. Not charging enough to cover operating expenses is the primary reason service contractors go out of business.

### Setting your prices:

You'll have four price levels per task. The four prices you'll use are:

1. **Initial Task: Standard Rate for Non-Agreement Customers**
2. **Initial Task: Service Agreement Customers**
3. **Additional Tasks: Standard Rate for Non-Service Agreement Customers**
4. **Additional Tasks: Service Agreement Customers.**

We're going to take them out of order, but you'll soon realize this is the intelligent way to put together a price book.

### **"Additional Task: Service Agreement Customers" Price (price #4, from above):**

This is your lowest price in the book. We'll make sure it covers what you need to hit your "break-even point" and your desired 25% net profit.

Here's the procedure for arriving at that price:

1. Determine the number of hours a given task will take
2. Multiply the number of hours by your "break-even point"
3. Add to that number your direct cost for materials, rentals, subcontractors, and any commissions that may apply
4. Divide that sum by .75 and you've got the "Additional Task: Service Agreement Customers" price.

$$\frac{(\text{Job Hours X Break-even Point}) + \text{Direct Costs}}{.75} = \text{Additional Task: Service Agreement Customers Price}$$

This price covers every single one of your expenses, and provides you with an overall net profit (before taxes) of 25%. Any more money that you get for performing this task than this calculation provides is gravy.

Since all costs associated with parts, i.e. acquisition, theft, breakage, loss, damage, warranty, etc. are already incorporated into your "break-even point," you only need to divide your parts costs by .75 to get your 25% net profit on parts. This may seem a little odd if you're used to using a sliding scale of multipliers on parts, but you only need that sliding scale when you're using guesswork to determine overhead expenses. We're not guessing at our expenses any more—they're ALL covered in our "break-even point" calculation.

### **"Additional Tasks: Standard Rate for Non-Service Agreement Customers" Price (price #3, from above):**

This is your second lowest price.

Divide your lowest price, the "Additional Task: Service Agreement Customers" price (price #4, from above), by .85.

$$\frac{\text{Additional Task: Service Agreement Customers Price}}{.85} = \text{Additional Task: Standard Rate for Non-Service Agreement Customers}$$

Now, the "Additional Task: Service Agreement Customers" price is 15% less than the price for "Additional Tasks: Standard Rate for Non-Service Agreement Customers."

### **"Initial Task: Standard Rate for Non-Agreement Customers" Price (price #1, from above):**

This is your highest priced task. It includes an almost arbitrary number that is added to your "Additional Tasks: Standard Rate for Non-Service Agreement Customers" price (price #3, from above).

***CONTINUED ON THE NEXT PAGE***

That means there's a built-in discount on anything done beyond the initial task, and provides your customers with a financial incentive to do more than the bare minimum. It also means mo' money for you.

Most people add from \$50-75 to price #3.

You can also add a "dispatch fee" (also known as a "trip charge", "travel charge", or "service call fee") as yet another discretionary charge (even mo' money). Your "dispatch fee" is whatever number you believe your market will bear. The "dispatch fee" should be something, but the lower it is, the easier it is to "capture" incoming calls.

The easiest way to capture calls, and give customers a sense of urgency to make a decision once the tech is there, is by "waiving" the dispatch fee if the work is performed on the same visit.

#### **Initial Task: Service Agreement Customers Price (price #2, from above):**

This is your second highest price. Simply multiply the "Initial Task: Standard Rate for Non-Agreement Customers" price (price #1, from above) by 0.85.

Now you've got your four prices.

#### **Higher Service Invoices:**

When you show your customers a comparison between the total cost of having three or four tasks done on separate trips, and paying the "Initial Task: Standard Rate for Non-Agreement Customers" price for everything, versus having it all done on the same day, and getting both the discounts for the additional tasks and the service agreement discount, your customers will jump at the chance to save, at times, a couple hundred dollars.

Consequently, you'll sell more service agreements, have happier customers and employees, and *make mo' money!*

## Want to Make Mo' Money?

*Maybe you're not charging enough!*

**The Power of Positive Pricing** is more than simple numbers crunching.

**The Power of Positive Pricing** includes understanding your true costs and charges, pricing economics, and consumer psychology.

Positive pricing is proactive pricing. It is pricing with a purpose. It is pricing for profitability and it is pricing for sales. It is pricing to build the top line and the bottom line.

Positive pricing is setting some prices high and others low. It is using pricing to send signals. It is using pricing to attract customers and to close sales. It is pricing presentation. It is pricing to reward customers and influence customer behavior.

Positive pricing is optimum pricing. It is pricing for the maximum return and the maximum future.

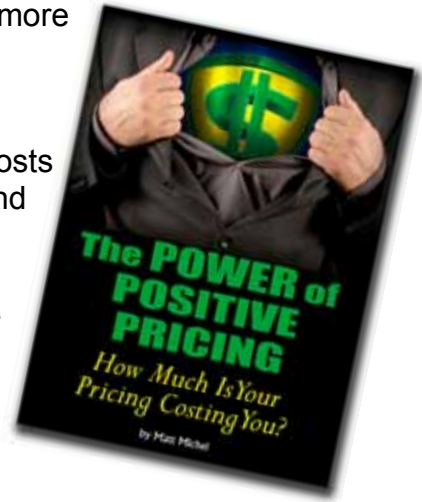
#### **Pricing is a marketing weapon!**

Apply the principles of positive pricing in your business and you will maximize your future.

In **The Power of Positive Pricing**, you will learn...

- *The best way to present your prices*
- *How to establish service agreement prices*
- *How to price installations and project work*
- *How to discount with integrity*
- *How to price on the margin*
- *How a small change in price or overhead can make a huge difference to your bottom line*
- *What is a fair price?*
- *How to handle price complaints*
- *... and more!*

About the author of **The Power of Positive Pricing**: Matt Michel, B.S., M.B.A., is an award-winning motivational speaker and writer and the CEO of Service Roundtable.



## The Power of Positive Pricing

**233 page book. Only \$49.95**

**SPECIAL: Free one-month membership to Service Roundtable with purchase.**

## HOW SMART, FAST TECHNICIANS COST YOU MONEY!

You and your technicians are smart. You're efficient, you work fast, and you finish the job on time. So why are you losing money?

*Smart and fast technicians who work quickly and efficiently are costing you money!* Smart, fast, efficient technicians work quickly, so they bill less time and collect less money. The irony is that your slower, least efficient technicians are often your most profitable technicians. *That's just not right!*

When you price your jobs on a time & materials basis, customers watch over your shoulder every minute you are on the job. They hold a stopwatch to you so you can't take your time, do an excellent job, double-check your work, and clean up the work area without them thinking you're padding the bill!

What if you no longer heard those annoying objections like *"You told me the job was only going to take sixty minutes and you've already you've been here for ninety! I'm not paying you any extra!"* Or the classic *"You want to charge me \$60 per hour? What a rip-off!"*

What if you could charge your customers more and have them lining up happy to pay you?

*The solution is to get entirely away from the whole, "What do you charge for labour?" thing and start quoting a flat rate for everything you do.*

Charge by the job instead of the hour. Your customers will appreciate knowing what the exact total for each job will be up front, and will get off your back about how much time you take to do it. It's reassuring to them to know that they're paying the exact same thing their neighbour would, regardless of which tech does the job.

Your techs will love it too, because it makes the calculating a lot easier. It also makes it easier for them to sell more tasks per call, and increases their personal income. Plus, they like the way it gets customers off their backs about how long the job takes.

You, the contractor, will love it, too. *You'll be able to charge a higher hourly rate, without quoting one, and will make mo' money!*

I have successfully used it within my own service company to achieve year-on-year profits of 38% every year since 2005. *In cold hard cash, this meant going from \$1 million in 2005 to \$5 million in 2010.*

# Flat Rate PLUS<sup>®</sup>

Imagine *your* business generating **MO' MONEY** than you ever believed possible...

**Flat Rate Plus** is far more than just a software, training & coaching package. It's a way of doing business that will propel your profits into the stratosphere.

**Flat Rate Plus** can be up and running with your own price books, based on your own profit goals, based on your industry, and based on services you provide and completely customised to your own requirements, in a very short space of time. **Flat Rate Plus** brings in significantly more dollars to your business within days.

*You can get started using the best, most profitable way of running service for as little as \$295 per month.*

**Your nominal investment in Flat Rate Plus will pay for itself the first day!**

**SPECIAL OFFER!**

**FREE ONE-HOUR COACHING SESSION ON**

**"How To Correctly Price Your Services And Build A Healthy Bottom Line"**

If you're serious about making mo' money, visit [www.serviceprofessionals.com.au](http://www.serviceprofessionals.com.au) or CALL 1300 307 413.

"The Slacker's Guide series is awesome and contains a lot of information. It has made me rethink the way I have been running sales calls. I have found that I had gotten complacent in my ways. I have already changed some of my procedures on calls and the outcome is both rewarding for me and the customer." S.R.

"The Slackers Guide is worth its weight in \$10,000.00 bills. It is a great series from the best in the game." J.W.

"I have been listening to the series in my car and am on the last CD. I think the information is great! In fact, today I purchased a notebook to take notes and "internalize" much of the information as I listen to it for the second time. Sometimes just knowing what to say, or even how to say it, can make a difference." S.B.

"I feel like I have a new life change since I have been listening to the 'Slacker's Guide.' After listening to all of the CDs, I went out to make a sales call utilizing my new found talents and closed a sale. I had to overcome the 'Price Objection,' the old 'my neighbor got one for \$2,000 cheaper,' 'I cannot buy today,' and a couple of other objections. Oh yeah, it was also a 'one-legger.' After I was done letting her know why she should buy from me, she told me I was good ... real good. I smiled all the way back to the office." W.K.

"The 'Slacker's Guide' is just what someone like me needs - a refresher course every day of the best sales training money can buy. The 'Slacker's Guide' has made a tremendous impact on my sales experiences. I am closing over 75% of my calls, and at higher margins. I have put several techniques into play, such as changing my initial interview to just listening without a response to every question. I now recap several times throughout the sales call. I have used the 'Paper Towel Close' on every call but one, and you can guess what happens when you try to eliminate steps. I have memorized most of the features and benefits that our company offers and recite these often throughout the call. That alone has had a significant impact. I am finding that by using the techniques, sales are coming much easier and the calls are much more fun when I am in control. I'd recommend this to anyone who wants a better closing ratio and more money in their pockets!!!" J.W.

"The 'Slacker's Guide' is great. Being owner and manager of my own business keeps me so busy that I really didn't have time to work on my sales training. The 'Slacker's Guide' gives me the opportunity. It makes productive use of my drive time." R.C.

## "Slacker's Guide to HVAC Sales on Audio CD"

is 15 Audio CD's and 1 Forms CD-ROM.

~~\$499~~

**\$299** *LIMITED TIME OFFER*

Additional copies are only ~~\$9~~ **\$79** each.



With "Slacker's Guide to HVAC Sales on Audio CD," your closing ratio will go up and you'll start using your time more effectively. You'll make more money with less effort, act more confident and feel better about yourself.

*Everyone will love the new and improved you!*

## 83 Reasons to Buy "Slacker's Guide to HVAC Sales on Audio CD"

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1. Introduction (13:14)
2. What is the purpose of your job? (11:11)
3. They don't have to like you (13:09)

### Disc 2: The TRUTH About Salesmanship

1. The "salesman stigma" (5:41)
2. What does it take to succeed in sales? (12:42)
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5. Defining excellence in sales (4:43)

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2. Control (5:40)
3. Cooperation (3:15)
4. Conviction (1:18)
5. Communication (1:25)
6. Commitment (4:02)
7. Confidence (8:22)
8. Competence (3:01)
9. Close (1:08)
- 10., 11., & 12. Cash, Check or Credit Card? (:47)



### Disc 4: Scientific Sales Secrets

1. Brain chemistry (4:22)
2. Behavioral science (6:17)
3. Somatic responses (7:37)
4. Dendrites (13:32)
5. Psychoneuromotorlinguistics (16:00)
6. Post-hypnotic suggestion (12:10)

### Disc 5: Differentiating Yourself

1. Quote more than the bare minimum (11:55)
2. Why should I buy from you? (16:18)
3. Introduction to "Features & Benefits" (1:38)
4. "Features & Benefits" list (16:55)

### Disc 6: The Lead Up to the Sales Call

1. Attire and grooming (11:27)
2. Why a "scripted" presentation? (5:25)
3. The incoming phone call (4:44)
4. Pre-call planning (4:11)
5. The confirming phone call (4:54)
6. Mental preparation (7:06)
7. The approach to the home (2:29)

### Disc 7: The First Fifteen Minutes

1. Your first 60 seconds (16:42)
2. The questionnaire (7:18)
3. Summaries (10:33)
4. The Room-by-Room Inspection (16:21)

### Disc 8: The Analysis and Presentation

1. The equipment inspection (20:30)
2. Drawing the home (8:10)
3. Give 'em a break! (6:30)
4. Equipment selection (12:05)
5. The sales presentation (14:39)

### Disc 9: Energy Savings and Closing

1. The "Cost Comparison Charts" (9:24)
2. The "Energy Savings Presentation" (19:00)
3. The "Walk-through Close" (6:27)
4. Trial Closes (10:08)
5. The Initial Close (8:23)

### Disc 10: Closing Techniques

1. More on closing (9:33)
2. The "Optional Close" (14:11)
3. The "Installation Fee Close" (5:49)
4. The "Permission to Make a Profit Close" (4:05)

### Disc 11: The "Price Objection"

1. Price complaints (15:33)
2. The "Features & Benefits Close" (8:34)
3. The "Negotiated Close" (11:42)
4. The "Quality, Service, Price Story" (5:57)

### Disc 12: Common Objections

1. "I want to think it over" – the easy ones (10:23)
2. "I want to think it over" – the hard ones (18:43)
3. "I have to talk it over with..." (5:20)
4. One-leggers (5:23)

### Disc 13: "I want to get other bids"

1. "I want to get other bids" – the easy ones (5:36)
2. The "List of Talking Points Close" (31:00)
3. The "List of Talking Points Close" - Epilogue (4:01)

### Disc 14: Final Closing Attempts

1. "I want to wait ... my unit's still running" (4:55)
2. The "Return on Investment Close" - Part 1 (12:16)
3. The "Return on Investment Close" - Part 2 (10:18)
4. The "Proposal Close" (5:01)
5. Following up (10:45)

### Disc 15: When the Phone Isn't Ringing

1. Using your service base to generate sales (12:36)
2. Using service agreements to generate sales (5:52)
3. Teaser files (2:46)

### Forms CD:

1. Customer Information/Questionnaire
2. Work Order/Proposal
3. Annual Operating Cost Charts
4. Hourly Operating Cost Chart
5. Return on Investment Form
6. Sample "Paper Towel Close"
7. "Leave Behind"
8. Sample Energy Savings Presentation"

## MY TASK AS A HEATING & COOLING SALES PROFESSIONAL

by Charlie Greer

My task as a heating & cooling sales professional is to make people feel good about buying from me.

People base their buying decisions more on the way they feel about things than they do logic. Never ask anyone, "What do you think? Instead, ask, "How do you feel about it?"

You want them to feel good in general, and about buying in particular. Of course, you don't want them to just feel good about buying HVAC upgrades in general. You want them to feel good about buying from you.

They're going to feel good about buying from you if they feel like you know what you're doing and that you are looking out for their best interests.

From now on, when you're dealing with the buying public, limit what you say to the point where you only say things that will make them feel good about buying in general, and from you in particular.

My task as an HVAC sales professional is also to enlighten my prospects.

Lots of people say they sell by "educating the consumer." I suppose we all sell by educating the consumer one way or another. There's a difference between "enlightening" your prospects and "educating" them.

With some HVAC salespeople and service techs, when they're running a call, you can't tell if they're doing a sales presentation or a technical seminar.

That's not the way to sell. You lose them.

You could also say that my task as an HVAC sales professional is to inspire enthusiasm.

How much does a high quality HVAC system, with all the extras cost? \$10,000? \$15,000? \$20,000?

In order for people to spend that kind of moolah, two things have to happen.

1. They have to hate their existing system
2. They have to really look forward to the way things are going to be for them when you're done improving their system.

You make them feel good about buying from you, enlighten them, inspire enthusiasm, make them hate what they've got now and look forward to the improvements you'll make on their system by using Word Pictures with Emotional Triggers.

"Over The Top HVAC Sales" will teach you how to do all that on one audio CD.



## INTRODUCING OVER-THE-TOP HVAC SALES ON AUDIO CD

*Using Word Pictures With Emotional Triggers to Make More Sales*

By award-winning HVAC salesman Charlie Greer  
One (1) Audio CD

*This material is not covered in "Slacker's Guide to HVAC Sales on Audio CD"*

*"Using your word pictures with emotional triggers has earned me over \$200,000 in the past six months alone. One of my techs just sold over \$3,000 in IAQ products using your word pictures with emotional triggers. They help my salesmen, my service technicians, and me make more sales, and make our customers feel good about buying from us." — G.S.*



**INTRODUCTORY SPECIAL: ONLY \$19.<sup>95</sup>**



OVERCOMING THE “PRICE OBJECTION” ON REPLACEMENTS

by Charlie Greer

Ever had a customer say, “I’d like to buy from you, but I’ve had other quotes for the exact same thing, and their price is \$1,500 lower than yours?”

Have you ever thought to yourself, “The people in my market area are cheap. They want quality, but they don’t want to pay for it”?

Dealing with price comparisons between you and your lower-priced competitors requires you to be able to justify the difference in price in real, tangible terms that your customers believe and embrace.

If you can answer yes to any of the following questions, “Quantifying Quality for HVAC Sales” will give you the ammunition you need to close more sales at higher prices:

- Are your installations actually better than those of your lower-priced competition?
- Do you actually do more for your customers than your lower-priced competition does for them?
- Are these “extra” things that you do, that your lower-priced competition does not do, vital and necessary in order to do the job properly, make the equipment last longer, work more efficiently and deliver the performance they’ll expect from it?
- Do these "extra" things that you do add to your cost, and therefore, increase the price of the job?

In “Quantifying Quality,” I’ll teach you how to explain what you do that’s different, why you do it, how it benefits your customers.

I’ll teach you how to “land” them on having the job done correctly, to higher standards.

You’ll learn how to explain that, while the price of your job may seem higher at first glance, when you take into account all that is included in your installations and follow-up service, your price is more than reasonable.

Your customers will see the actual dollar value in having you replace their equipment, regardless of any difference in price between you and your lower-priced competition, and will want you to do it for them.

It’s on audio CD, so you can listen to it while you drive, making learning more convenient. It easily transfers to your iPod, if you like.



INTRODUCING  
**QUANTIFYING QUALITY FOR HVAC SALES**  
*How to Close More HVAC Replacement Sales at Higher Prices*

By award-winning HVAC salesman Charlie Greer  
 One (1) Audio CD

*This material is not covered in “Slacker’s Guide to HVAC Sales on Audio CD*

*“The ‘Quantifying Quality’ close is exactly what I needed to close more sales. The first day I used it I closed a sale for \$14,000.” — K.H*

**INTRODUCTORY SPECIAL: ONLY \$19.<sup>95</sup>**





# SERVICE ROUNDTABLE

Are you working **ON** your business or **IN** your business?

*Best \$50.00 a month I have spent. Saves me re-inventing the wheel and I can finally get done those things I have wanted to for years, but couldn't find the time to complete. V. E.*

*I am a better man for being in the company of so many of my peers on the Service Roundtable. This is the best investment ever made for the everyday running of a business. J.Q.*

*Service Roundtable has given me turn-key solutions for all of the marketing things that are on the list of "things that everyone says you should do". The post-cards, newsletters, tri-fold brochures, leave behinds, etc., can all be downloaded, and they're ready for my name, logo, and postage. It's a very easy to use, professional way of keeping my name in front of my customer with very little effort. Thanks, Service Roundtable, for giving me such a big return on my little investment. S.M.*

**NEED MORE BUSINESS?**

**WANT TO MAKE MO' MONEY?**

**NEED TO ORGANIZE YOUR OFFICE?**

**WANT TO TAKE YOUR COMPANY TO THE NEXT LEVEL?**

Wouldn't it be amazing if you had unlimited 24/7 access to over \$3 million worth of tried-and-tested marketing ideas?

Wouldn't it be fantastic if these ideas were specifically tailored for plumbing, HVAC, and electrical services?

Wouldn't be great if you could ask any question about your service business and have an answer from leading business owners within your industry?

*If you answered "yes" to any of these questions, read on!*

**Service Roundtable™** is an Internet-based network of contractors that economically provides you with powerful business tools and advice by using the Internet to drive costs down, passing the savings on to you.

**Service Roundtable™** provides *real advice* and *real help* from *real people* within your industry, and offers an incredible array of "best practice" tools to get you working *on* your business rather than *in* it.

**Service Roundtable™** is designed *by* plumbing, HVAC, and electrical service professionals *for* plumbing, HVAC, and electrical professionals. There are separate memberships for each profession.

**Service Roundtable™** economically provides you with powerful business advice for a very low price by using the Internet to drive costs down, passing the savings onto you.

# Where else can you get all this for less than half the cost of cup of coffee?

Service Roundtable™ provides an array of “best practice” tools to help you:

- Generate leads
- Close more sales
- Market your company
- Recruit technicians
- Price for profit
- Manage your service agreements
- Work more efficiently
- Organize your business
- Create an exit strategy
- Make mo' money!

Service Roundtable is the DEAL of the industry! I am constantly amazed at the high caliber of daily participation from contractors and the great info that they share. There is much, much more to the Service Roundtable. The website is filled with ready-to-use sales, marketing, and management tools that are too numerous to name. Why spend the time, money and effort to re-invent the wheel? R.W.

A Service Roundtable™ membership provides **instant 24/7 access** to:

- Sales letters
- Post cards
- Web tools
- Ads
- Brochures
- Consumer newsletters
- Recruiting ideas
- Pricing calculators
- Training videos
- Real advice and real help from real people within *your* industry.

Thanks to the Service Roundtable our sales **DOUBLED!** Even better - our bottom line increased! Service Roundtable is perfect for smaller shops like us - so much information for such a reasonable price. P. H.

## MEMBERSHIP DETAILS:

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- Stay as long as you like
- Quit whenever you like!



### SPECIAL OFFER:

Purchase *The Power of Positive Pricing* (see page 12) from Service Professionals Australia, and we'll pay for your first month's membership to Service Roundtable in any one industry. A \$50 value — FREE!

*To Join Service Roundtable: Go to [www.serviceprofessionals.com.au](http://www.serviceprofessionals.com.au).*

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	<b>THE POWER OF POSITIVE PRICING</b> <ul style="list-style-type: none"> <li>Free 30-day membership to Service Roundtable with purchase.</li> </ul>	\$49.95	<b>\$49.95</b>	6.95
	<b>OVER-THE-TOP HVAC SALES ON AUDIO CD</b>	\$29.95	<b>\$19.95</b>	6.95
	<b>QUANTIFYING QUALITY FOR HVAC SALES ON AUDIO CD</b>	\$29.95	<b>\$19.95</b>	6.95
	<b>SLACKER'S GUIDE TO HVAC SALES ON AUDIO CD</b>	\$499.00	<b>\$299.00</b>	11.95
	<b>SLACKER'S GUIDE TO HVAC SALES ON AUDIO CD—ADDITIONAL COPIES</b> <ul style="list-style-type: none"> <li>You must have purchased a set previously to take advantage of this offer</li> </ul>	\$99.00	<b>\$79.00</b>	11.95
	<b>HVAC SALES MINI COMBO PACK:</b> <ul style="list-style-type: none"> <li>Includes both "Over-The-Top HVAC Sales" and "Quantifying Quality" CD's</li> </ul>	\$59.90	<b>\$34.95</b>	6.95
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