

Chapter Ten

INCREASING SALES

& Getting Better Work

Say the word ‘sales’ and tradie owners seem to freak out. Before you do that, know this: selling your service is vital if you want to stay in business over the long term. Obviously, you can’t stay in business if you don’t have any customers buying from you.

The often-overlooked thing with sales is that there IS a way to “sell” that’s 100% genuine – yes, really: you do NOT (and should not) become a slimy or sleazy salesman – because by “sell” I simply mean making sure someone says ‘yes’ to working with you and not ‘yes’ to the guy around the corner who charges way more for his service and doesn’t do as good a job.

At the end of the day, the definition of work is someone paying you to do something helpful for them. This section is making sure potential customers know how you can help them. Just because you're great at what you do, it doesn't mean other people automatically know this about you, so you have to showcase this.

Showing you're the right person for the job and increasing the likelihood that a potential customer will say 'yes' to working with you (and not someone else) is really what I mean by 'sales'. There's none of that "shark in suits" methodology here. It's about creating a great first impression, delighting your customers and setting up some systems so you can get on with the job of helping people out.

This chapter is all about mastering the sales side of your business without coming across as a douche bag or desperate.

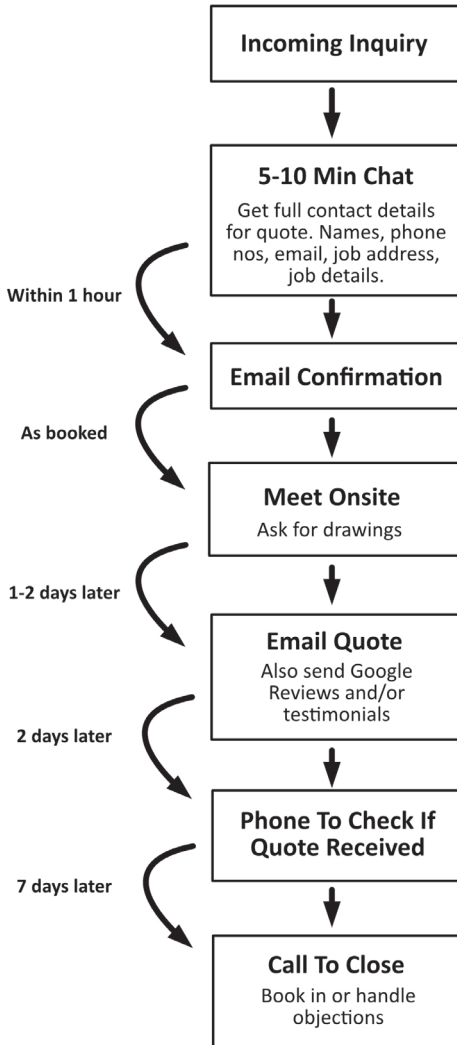
My five top solutions are:

1. Be 100% Genuine
2. Have A Sales Process In Place
3. Capture Customer Testimonials
4. Showcase A Portfolio of Work
5. Create A Website

#1: Be 100% Genuine - You are not the type to pull the wool over someone's eyes so don't suddenly feel the need to become some master influencer or sales gun, just be yourself. Explain who you are, what your company does and how you can help. People like people who are themselves and we prefer to buy from people who are genuine. I would rather give my money to an upfront, decent bloke any day of the week than someone who has a perfected a sales pitch. Always be 100% genuine when dealing with potential customers.

#2: Have A Sales Process In Place One of the most powerful steps you can take that will leave a lasting impression on a potential customer is to give them a fast and polite response to their request, answer the phone or email quickly! This can happen automatically if you put a follow-up system in place. Once a quote is written, call or email the customer to make sure they've received it. The reason we always follow up is because they might not check their emails regularly, or your email might have ended up in their junk folder, or you might've accidentally put in the wrong email address. Always double check that they've received it. While you're there, ask them when you can discuss this quote with them, and deal with any objections or questions they might have. This is absolute gold in terms of getting work!

Here's an example of a Sales Process to turn phone/ website enquiries into paying customers:



#2 Sales Process cont. As mentioned earlier, I'm a HUGE advocate for running a sales script whenever you speak with a customer. A sales script is a written dialogue of what to say to them at a specific point in time to help increase their likelihood of doing business with you. It can literally be a word-for-word script of what to say to them or can be a loose list of predetermined talking points, questions and overall conversation structure.

The idea behind it is not just to save you time and make sure you have a consistent message (which your team can say too!), it comes down to the fact that most people tend to ask the same questions, so you can be ahead of the game with what to say and can address some of their main problems and questions straight off the bat.

The real bonus is you can streamline the process, be much more confident with what you say and remove the annoying to-and-froing with time wasters.

Obviously, be genuine with the scripts you come up with and tailor them to your business. Including testimonials or great reviews in your follow up scripts (and in an emails) can be very successful as potential customers are keen to know what working with you is really like from someone who's been there and done it.

Have a script for:

- ‘Incoming Calls’ – when someone calls to ask about your business
- ‘Scheduling To Meet’ – when someone is meeting you for the first time
- Onsite Measuring and talking to the customer
- ‘Follow-Up’ – after sending out a quote, after doing the job, after invoicing, etc

Example Sales Script: At The Start Of A Job

This is an example Sales Script between what an Electrician (James) might say to his client (Tracy) at the beginning of a new job. You would follow the same (or very similar) dialogue for all new jobs, and you would write down this script and give it to all your workers to use on site at each new job.

James: "Good morning/afternoon Tracey. I am James from Western Electrical I am here to look at/fix your “job requirement”. James needs to be wearing company shirt/hat and importantly confirms the booking using the customers name.

Tracey – Hi James thank you for coming. Why don’t you come in and I will show you the “problem”?

James: Great. You lead the way.

Things you need to mention are:

- Outline the job and agree.
- Make a statement around your company's Unique Selling Proposition (USP). Eg: "We are experts at doing this kind of work around Bacchus and Melton..." (More on USP in a later chapter)
- Make a statement or give flyer around your full range of services.
- Confirm if they will be there at the end of job and if it's OK to make payment then.
- Ask, "Since I am here, is there anything else you would like me to look at?" Wait for an answer, then suggest they walk around their house to test everything and let you know before you finish.
- Say that you will also look at the state of the switchboard to make sure it is safe. (Offer an over-and-above level of service, even if you would check all this anyway!)

At end of job:

- Check if they are happy with the job
- Check if they have found any other work for you
- Give Fridge magnet and place on fridge for them
- Show them the sticker in switchboard
- Tell them the outcome of the switchboard check. (The over-and-above offer)

- Ask for payment
- Ask, “Do you mind if you can give us a google review?” Send link via sms and help them do it.

#3: Capture Customer Testimonials What do most people do when they’re considering using a company? They check out what other people have said about it! The very first thing people do when deciding if they want to work with you or not is to look at the reviews and testimonials from other customers.

When it comes to selling your trades service, there’s no better person to do it for you than your own customers! We’re all far more likely to believe what a customer has to say about a business than what the business does so you must capture as many great reviews from your existing customers as possible.

These can be written reviews or, even better, video testimonials where your customer leaves a review for your business on camera. While not every one of your customers will be comfortable or willing to do this, some will. This will be hugely beneficial for your business as you can use this testimonial in many different places. On your website, in follow up scripts, in brochures and flyers, on social media, in emails... you name it.

Your potential customers will also check out your Google Review ranking. After you finish a job, always ask your customer if they'd take 20 seconds out of their day to leave you a five-star review or a rating of their choice (most people will leave a high ranking if they're satisfied with the job. This way they know you're keen for real feedback, which they will appreciate even more and will further incentivise a higher ranking. To make this process super easy for them, you can send them a direct link to your company's Google review page – this is something you can automate by scheduling it out as a text message or email after every job is complete. This further highlights where a sales script is useful – you can literally use the same one over and over again:

Hi [Customer Name],
Thanks again for choosing [Company Name] – it was a pleasure working for you today. If you have a spare 20 seconds, would you mind leaving us a 5 star Google Review? Even if it's just a star rating – [link] Appreciate your valued business and look forward to working with you again in future.
Cheers,
[Your name]

#4: Showcase A Portfolio of Work This one is similar to the customer reviews, except you would showcase the work you have done for them. This way potential customers can get a visual on the type and quality of work you provide. You can also choose to showcase the work you really want to do or be more 'known for' as this will attract a customer who needs that particular job done.

When you (and your workers) are on the job site, take 'Before' and 'After' pictures EVERY time. Make sure this is a specific instruction you give out to your tradies. You can use these pictures on your website, social media (Instagram is a good one for these type of shots), and as a follow up script for potential customers who are keen to see what sort of work you do.

Start building and extending on a portfolio of work as soon as possible, and remember to add to it with EVERY job. Of course, you can hand select which ones you want to publish, but get into the habit of getting out your phone and taking a decent picture of the job site. *Before and after*. It'll take 2 seconds and is very much worth it – both from a sales side and good for the guys on site to see the fruits of their efforts!

#5: Create A Website We live in the world of Google. If someone needs some trade work done, they're going to Google it. This means you **MUST** have a website. (If you're not on the internet, but your competitors are, you're in big trouble. You can build a simple website for free – or you can invest a small portion of cash to get someone to do it for you.

I would opt for someone else to roll it out for you as there are experts out there who can do it very quickly and make tweaks to it so that it's far more likely to be one of the first websites a customer will see when they run a Google search.

Obviously, there are many reasons why a website is extremely useful, but here's a few big ones:

- It works 24 hours a day... even when you've clocked off
- It makes your business look super professional
- You can showcase a portfolio of work and customer reviews
- You can book people in straight away (if you want)
- It cuts down the time wasters (they can get all the information online without wasting your time on the phone)
- Customers can find you more easily

- You can showcase who you are and what your company does so you can stand out from the competitors
- It's a brilliant marketing tool
- It saves you stacks of time and money

This way when you DO get new customer calls, it's normally from people who already have a fair idea of who you are and what your business does, so they are much more likely to work with you.

Again, you can get someone to build a website for you at a pretty reasonable rate, or you can bootstrap it and use a D.I.Y website-building platform.

These are usually free or inexpensive, though you might be required to pay for a domain name (an easy-to-remember 'www.' name like www.actioncoachgeelong.com.au) and a hosting fee. Some of these websites include: WordPress.org, GoDaddy.com, Squarespace.com, Wix.com or Strikingly.com. There are plenty of other ones out there to choose from – simply 'Google it' and you can see for yourself the power and knowledge in the World Wide Web!