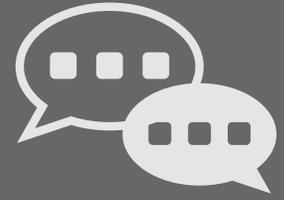


# SIX CRUCIAL CONVERSATIONS

## SERVICE AND MAINTENANCE TECHS



### 1. **Qualify Time** - Let homeowner know how long to expect you in their home. Plan your service so that you have time for summary, recommendations and **CLOSE**.

“Mr. and Mrs. Homeowner, the service today will take about 90 minutes depending on how many questions you have. Is that going to be OK? So there is nowhere you need to be at exactly \_\_\_\_\_?”

### 2. **Explain how detailed and thorough you will be and explain why it takes that amount of time.**

“Mr. and Mrs. Homeowner, our service is extremely detailed and thorough. When we perform a maintenance or service it’s like removing the engine of your car and inspecting and cleaning every component. It takes a little longer to do it right but I’m sure that’s the service you expect.”

### 3. **Get Homeowner’s permission to bring up additional problems and issues.**

“Mr. and Mrs. Homeowner, as I evaluate your home comfort system sometimes I find other issues regarding safety, efficiency and indoor air quality. If I discover any of those issues should I bring those to your attention or just keep the information to myself?”

### 4. **Repair vs. Replace (equipment)**

“Mr. and Mrs. Homeowner, I’m sure you didn’t wake up this morning planning to replace your home comfort system, but do you think there is a chance you will replace it in the next 5 years?”

Well let’s take a quick look at what that is going to cost you:

Today’s Repair:	\$XXXXX
Future Repairs:	\$XXXXX
Utility Overpayment x 5 Years:	\$XXXXX
Inflation:	\$XXXXX

So it looks like you’re going to spend \$XXXXX over the next five years on the old system and, of course, you’ll still have the old system.

Mr. and Mrs. Homeowner, do you consider yourself to be an open-minded person? How open minded would you be to getting some expert information on replacing your system?”

## 5. Summarize, Recommend and CLOSE

“Mr. and Mrs. Homeowner, earlier you said to let you know if I found any other issues, and there is some good news and some not so good news.

The good news is... **POINT OUT SOMETHING GOOD ABOUT THEIR SYSTEM THAT NEEDS NO REPAIR OR REPLACEMENT.**

The not so good news is (**EXPLAIN YOUR FINDINGS IN DETAIL** then transition immediately into your closing sequence).

Mr. and Mrs. Homeowner, do you consider yourself to be open-minded? How open minded would you be to getting some expert information about (replacing your system, replacing your ducts or adding insulation)?

Mr. and Mrs. Homeowner, based on everything I've learned about your home, your family and your home comfort system I am going to recommend \_\_\_\_\_ **BECAUSE** \_\_\_\_\_.

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**WILL YOU TRUST ME WITH THIS RECOMMENDATION?** As soon as they say YES take immediate action!”

## 6. Have the **RIGHT** conversation with **YOURSELF** and **LET YOUR LIGHT SHINE!** You **ARE** awesome and amazing so **BE** awesome and amazing! Repeat to yourself three times before each call:

1. I am **AWESOME** and **AMAZING!** I run every call with **PASSION** and **PURPOSE!**
2. I **DIAGNOSE PROBLEMS** and **RECOMMEND SOLUTIONS** like a **BOSS.**
3. I earn and ask for the **TRUST ON EVERY CALL.**