Are You a Neiman Marcus or Walmart Contractor?

How to Execute a More Effective “Sales” Process: Domination via Differentiation

presented by Drew Cameron

Today’s Session Topics

1. Provide a quality customer EXPERIENCE by learning what & how consumers want to buy

2. How to change your approach in the home to serve and solve problems rather than sell

3. Use emotion-promoting phraseology versus techno-mumbo-jumbo
The Evolution of Consumer Purchasing

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The Experience is Your Choice

- What experience does your prospects want?
- What experience do you provide?
- Do prospects perceive what you offer as a commodity or concierge-level service?
- Does your inside perception match your outside reality?

Huge selection: Low-end to Mid-level
- Variety of brands found elsewhere
- Products are commodities
- Staff: No service or product knowledge
- Warehouse-type facilities
- “Save money. Live Better.”
- “Always Low Prices” ALWAYS
Neiman Marcus
- Luxury specialty department store
- Exclusive and unique products
- Fashion Icons and Top Designers
  - Wardrobe consultants
  - Department specialists
- Upscale facilities
- Concierge level service
  - My NM Member’s Club – Personal Buyer
- Premium prices

“The value you offer is a reflection of how you value yourself.”
- Frank Besednjak
  Industry customer service trainer

Cheap Price or Best Value?
... WHO WILL DO IT CHEAPER!
Blue Ocean Opportunity

Paradigm Shift

Customers don’t know what they want or what to expect until they see or experience it.

Walt Disney World
Where dreams come true

Customers will gladly pay a premium for life experiences

Experiences and Relationships

- 57% of Americans reported experiential purchases yielded greater happiness than material purchases
  
  Source: Happy Money: The Science of Smarter Spending by Elizabeth Dunn & Michael Norton

- 77% of consumers want a relationship when it comes to big ticket purchases...
  
  Absent of it, comparison shopping and price are the determinant factors
“Show people what they **WANT** most and they will move heaven and earth to get it.” – Frank Betteger, author “How I Raised Myself From Failure To Success In Selling” 1937

When the customer called, they already decided to write the check.

*The questions are to who, for what amount and **WHY?***

We make a paycheck when we make a sale.

We make a career when we make sales repeatedly.

We make a living when we make a difference in the life of others (*clients, co-workers, community*).
It’s not what a customer spends, but how they feel about what they spend.

Value is perceived exclusively in the mind of the buyer.

A good deal is a state of mind.

So what and who cares???

- If you cannot explain what you will do, how you will do it, **WHY** you do it, why it’s important, how the prospect will benefit, and what is the value received for the price paid…

Price alone. Price + Value.

GAME OVER!
“When you try to be all things to all people, be very careful as you may find you may become nothing to anyone.”

You **ARE NOT** for Everyone!

What Does That Mean?
- You **ARE NOT** for everyone!
- Everyone in your service radius **IS NOT** your target customer!
- You **CANNOT** be all things to all people
- Choose a niche, specialize and dominate
- Make your company the brand
- Your people & service are your hallmarks
- Promote the heck our all you do and can do

It’s all in your head…**Attitude & Mindset are EVERYTHING!**
Sell beyond the things you offer and become the "boutique for the discerning homeowner" by solving real problems.
Become a Whole House, System Performance and Customer Care Service Provider for the "distinguishing customer with distinctive tastes" that wants to be catered to with unique custom solutions and pampered with excellent service and outstanding customer care.

How Can You Accomplish This?

- Start with WHY? – Find your niche
  - Determine the experience you will deliver
- Change your approach in the home
- Change your phraseology
- Many other methods

Inspire-Aspire-Desire-Expire-Retire

“How great leaders inspire action”

Why = The Purpose
What is your cause? What do you believe?

How = The Process
Speak about what you want to reach the Why

What = The Result
What do you get? The result of Why! Proof!
BOTTOM LINE
If you don’t know *WHY* you are worth more than for something different and you and/or your people cannot state *WHY* clearly, concisely and with conviction to your prospects as to *WHY* they should do business with you…
Then you are probably *NOT* worth more and deserve to *LOSE* their business!

*"The problems that exist in the world cannot be solved with the same level of thinking that created them."*
Become a Servant Leader

- Chase a sales and the sale will elude you
- Chase money and money will elude you
- Chase a purpose and sales and money will surely follow
- *Purpose*=Build Value-Added Relationships
- You deserve profit. You owe it to your customers, co-workers, family and community

Situation-Problem Resolution Approach

- Integrated Customer Engagement, Enablement and Discovery Process
  - Structured **NOT** scripted; Inquisitive **NOT** consultative
  - Effectively efficient in dealing with right prospects
  - Trust-securing, Confidence and Mutual Respect Building, and Relationship fostering
  - Customer Centric – “Prove Intent”
    - Natural and conversational – LISTEN MORE
    - Experience: You control process, words, behavior
    - Share findings and options to consider
    - Get and SHARE the truth, **NOT** the sale
    - Don’t care what they do as long as they do it knowingly
  
  **GOAL:** Needs ➤ Wants ➤ Must-Haves

Change Your Approach in the Home

- Be natural, genuine, organic and sincere
- Adopt a Engagement & Enablement Process
  - Seek the truth; Serve, **DO NOT SELL!**
  - Possess P.O.T., but NEVER smoke your P.O.T.
- Create a collaboratively curious environment
- Set the buying the criteria and explain process
  - Cannot be comparison shopped
Change Your Approach in the Home
- Gain commitment to your process
- Provide distinctive diagnostic services
- Offer unique solutions
- It's okay to say ‘No’ – The ‘Yeses’ will flow

Education or Motivation
Do you want your prospect to learn something new or take action?

Customer Engagement, Enablement & Discovery Process
1. Introduction
2. Opening conversation
3. Determine symptoms
4. Gain commitment
5. Probe, Analyze, Measure, and Test
Customer Engagement, Enablement & Discovery Process

6. Secure permission to proceed
7. Diagnosis development
8. Prescription conveyance
9. Gain commitment to remedy & next step
10. Follow-up as appropriate

"If you ignore your uniqueness and try to be everything for everybody, you quickly undermine what makes you different."

Jack Trout author ‘Differentiate or Die’

Change Your Approach in the Home

- Be the brand and solution – Private label
- Don’t sell things – Offer experiences
  - No one wants to buy a drill bit
  - No commodity details for comparison shopping
  - Promote uniqueness of company and offerings
- Multi-tier options at wholesale or breakeven
  - All installation labor & materials packaged with home and system performance solution
  - Equipment is the “Plug & Play Accessory”
**Change Your Approach in the Home**

- Build a more compelling value proposition
  - Practice proper standards
  - Q5HP, Home Energy Score, Energy Yardstick, HERS Rating, HPWES, Goldstar

- Talk about what it **DOES**, **NOT** what it **IS**
  - Health, Comfort, Safety, Savings, Value, Return
  - Peace of Mind, Reliability, Dependability, Service

- Problem resolution vs. solution selling
  - Rewrite their negative story – New life experience

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**Change Your Approach in the Home**

- Lifestyle Concerns Bundles
  - Safety and Security
  - IAQ Treatment and Health Enrichment
  - Comfort Enhancement
  - Energy Savings
  - Environmentally Conscious – “Go Green”
  - Home Automation
  - Customized: e.g. “Landlord Rent Maximization”

- Package savings vs. a la carte
- Convenient & Flexible Investment Plans

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“**Differentiation is a fancy word for ALWAYS doing the right things right without compromise. Differentiate and Dominate or Commoditize and be Marginalized and Minimized.**”

- Drew Cameron, Master Sellutionist HVAC Sellutions

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The language and listening filters contractors use alienate customers.

Creating chaos by confusion.

“What we’ve got here is failure to communicate.”

You have to speak a language Homeowners understand, help them realize what problems you will solve and what their life experience will be afterwards before they will buy it.
Homeowners have to understand what the benefit of something is before they will buy it.

What Do Homeowners Want?

“I’ll know when I see it.”

What Contractors Think Customers Want

- Price sensitivity of your personnel
- Spending customers’ money with your wallet or bank account in mind
- Customers want a cheap fix
- Quote what the customer inquired about
- Get out of the house as quickly as possible
- Think customers want Walmart experience
- Just the basics for less

THINK AGAIN!
What Contractors Sell
- Properly designed, sized and installed
- Quality brands and materials
- HVAC & IAQ equip., Insulation, Air Sealing, Ductwork, Duct Cleaning & Sealing, Windows
- 2-Stage, Variable speed, Modulating, etc.
- Efficiency ratings and Warranties
- Repairs and Maintenance
- Price

How Contractors Sell
- Schedule appointment at their leisure
- Only consider initial inquiry
- Prejudge based on lead source, geodemographic socio-economic criteria
- Quote what they want to sell
- Do minimal amount of work possible
- Promote brand, ratings, warranty
- Quote and hope – mail, email, leave behind
- Negotiate and discount: Compromise integrity

How Consumers Want to Buy
- Speak with people, not machines
- Schedule visit at their convenience
- Work with someone they trust
  - Respect them, their family, home & bank account
- Learn the buying process
- Get a complete diagnosis and prescription
  - Prioritize & Plan – “Build the perfect home environment over time”
How Consumers Want to Buy

- Digest vast amount of information
- Claims quantified and proven
- Know how to make a smart buying decision
  - Not get lost in the “sea of sameness”
- Convenient and flexible investment plans
- Buy and have work done in their timeframe

What Consumers Want To Buy

- Problems Resolved & Better Life Experiences
  - Comfortable everywhere all the time
  - Sleep better and breathe easier
  - Clean flowing water and functional plumbing
  - Unlimited hot water on demand
  - Uninterrupted power, internet and phone?
  - Elimination of concerns
  - Unobtrusive and quiet components

What Consumers Want To Buy

- Durable and reliable operation
- Works in background: out of sight & mind
- Convenient hours – Easy to do business with
- Peace of mind protection and No Risk
- Save time and money for other things
- Good value - *Not cheap price*
- Set & forget it: One less thing to worry about
- Better quality of life and standard of living

SIMPLY EXPERIENCED!
What Do Homeowners Want?
1. New perspectives and ideas
2. Willing to collaborate
3. Confidence in your ability to achieve results
4. Listen, really listen, to them
5. Understand all their wants and needs
6. Help avoid potential pitfalls

What Do Homeowners Want?
7. Craft a compelling solution
8. Communicate buying process
9. Connect with them personally
10. Provide value superior to other options
11. Save them time
12. Make it easy & convenient to do business
**Change Your Phraseology**

- **Insulation** = Jacket/Blanket
- **HVAC equipment** = Heart
- **Duct system** = Arteries and veins of your body's vascular circulatory system
  - Temperature, humidity & static pressure tests = Vital Signs incl. system's blood pressure
- **Flow Hood test** = Pulse (buckets of air/min.)
- **Duct Blaster test** = Airtightness – Can only exhale what you can inhale

**Building Envelope** = Skin

**Building Living Space** = Lungs *(part of duct sys.)*

- **Infiltrimeter** = Skin seal tightness & lung capacity
  - Air Sealing = Closing a window in winter
- **Windows/Doors** = Comfort/Energy loss culprits
- **Thermal Imaging Scan** = Full body scan
- **Filter** = Bronchial tubes or kidneys
  - *Where’s your fresh air coming from and how are you ensuring its healthiness like the bottled water you drink and food you eat?*
Change Your Phraseology

- Not Measuring & Testing = Guessing
- There is only one **IDEAL** solution, **everything else is a compromise**.
- How effective and efficient your equipment performs is dependent upon how the house and duct system allow it to perform.
- You can pay-off your mortgage, but you can **NEVER** pay-off your utility bill.

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Change Your Phraseology

- Price is **NEVER** an indication of value
- How efficient your filter is determines how efficient your lungs have to be
- Equipment may be the most expensive part of a solution, but it is the least important part of **ANY** solution.
- Equipment alone will not solve unsafe, comfort-compromising, unhealthy air, and energy wasting problems.

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Change Your Phraseology

- The extent to which you invest in energy efficient improvements determines the level of permission you give the utility company to rake you over the coals. – 12 surprises!
  - **Avoid the Phantom Menace of Energy Vampires**
- Don’t chase the promotion or energy savings. Do something because it makes sense and addresses what you want.
  - **Energy efficiency and saving money are NOT** primary motivators, but can be justifications.
Change Your Phraseology

- Today’s state-of-the-art and technologically advanced equipment is not designed to yesterday’s antiquated, improperly sized and poorly designed duct system and building envelope.

- You can’t install high efficiency equipment on a low efficiency duct system and house and expect it to work effectively.

Change Your Phraseology

- Potential is not a measure of Performance
- Never say “I recommend” or “I suggest”
- Use 3rd party suggestive language
  - “You may want to consider…”
  - “Do you think it would make sense to…?”
  - “Does that sound fair?”
  - “What if…?”

Outcomes

- Differentiate yourself and your solutions
- Neutralize and eliminate low-ball competition
- Become trusted adviser and local expert
- NOT high-priced, but rather priced-differently
- Remove objections before you encounter them
- Make the customer’s **CHOICE** to do business with you the OBVIOUS ONE…
  “I’d have to be a fool to do business with anyone else regardless of price.”
Outcomes

- Close More Sales
- Higher Average Sale
- Drive Revenue and Profits
- Valuable Problem Resolution vs. Commodity
- Indispensable Relationship
- Exceptional Experience
- Happy Customers
- Loyal Ambassadors & More Referrals

“In the world of professional sales you are the master of your own domain or creator of your own demise… Which experience will you provide your customers?

Neiman Marcus OR Walmart

YOU DECIDE!”

Questions
Let Us Help You Create an Exceptional Experience

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