**Grow a Pair in Sales and Service**

Hi everybody, I’m Kenny Chapman, the Blue Collar Coach, and your sales trainer. This month I want to talk to you a little bit about something that might feel a little bit “in your face.”

You might be watching this toward the end of the year, you might be watching this toward the beginning of the year, or you might be watching this in the middle of the year. And guess what?

This month I want to talk to you a little bit about a book that one of my friends, his name is Larry Winget, wrote recently (at the time I’m recording this), and it’s called *Grow a Pair*. You should check it out. I encourage you to read the book, but he’s got these two watermelons up against his face and he’s this bald-headed crazy guy, whatever. So he wrote this book called *Grow a Pair*. And this month I’d like to talk to you about “growing a pair” when it comes to customer service and sales in what we do.

With that, I’m going to share five key components that Larry talks about in his great book called *Grow a Pair*.

I don’t want to get in your face, I don’t want to bust your chops at all, I just want us to take a look. So today use this training as a mirror for:

-Yourself

-Your situation

-Your company

-Your truck

-Your results

-Your personal responsibility

I do a lot of training with technicians, as you know. I’m all over the country doing my schools, putting on events, doing ride-alongs, and spending time in companies.

One of the things when I look at the difference between winning technicians and top-performing technicians and the guys that consistently go out and get a result, there are some key defining things that take place.

So here’s what I want us to think about.

Larry talks about in his book that we’ve become a society of weenies, ladies and gentlemen. Again, it’s fun, it’s all good, don’t take it personal, but the reality is, think about it, he’s kind of right.

We see people doing the wrong thing and we don’t pay attention.

We don’t have personal responsibility for our finances so we blame the government or we blame the mortgage industry for loaning us more money for a house than we can actually afford.

We blame the car dealer for actually selling us a vehicle that we can’t keep up with the payments on.

We’ve become this society of whiners and whimpering and complaining. And guess what? Our customers are in the same boat. We have to be the ones that offset it.

See, this is an example of how the world’s changing.

Now, that’s not good, bad, right, wrong or indifferent, but it is what it is. Therefore, we need to kick up our game; we need to play a little bit of a different game.

And so when you think about grow a pair in sales and service, *what do I mean by that?*

**Get Your Mind Right**

What I mean by that is holding up that mirror, looking in the mirror before you walk to the door, dust yourself off, getting your mind right, following the 12 steps of our super service call process and the ultimate client experience, and the first one is **always get your mind right.**

Check yourself, check your mind, and check your appearance, of course. But this isn’t about a mirror holding up to check your appearance or make sure that you don’t still have a little bit of lunch in your front tooth – this is about checking yourself, holding up a mirror and going, “Okay, I’m going to walk in here and I’m going to have a pair and I’m going to take control of this.”

Now, this isn’t about a pair, let’s get clear about that, right? I’ve seen women that have a pair in the way that they handle things. We all know what a pair is and what it represents, but I’m not talking about that.

I’m talking about a mindset,

I’m talking about a belief system,

I’m talking about a way of **executing peak performance** time and time again.

And it takes us having a pair, and it takes us looking at ourselves in the mirror and going, “Hmm, **am I giving it everything I’ve got?** Have I done the very best that I can?”

Only you can answer that.

I can give you all the information, I can coach you, help you, talk to you, whatever I possibly can, but at the end of the day, you’re the one in the truck, you’re the one going in and asking the questions, you’re the one talking to the customer, you’re the one writing in options sheets, spending time with them, educating them on everything that’s going on in their home – *everything* that’s going on in their home regardless of the type of service call.

It’s where the rubber meets the road. It’s the difference between winning and whining. **It’s the difference between peak performance and mediocrity.** I recently wrote a column called “Mediocrity is the Business Growth Killer.” I believe that’s true at every level, including with us as technicians.

We need to start taking a little higher responsibility for what we do. We can’t own anything that’s not ours. If I need a better communication with my manager, then I need to have a pair and go talk to that person and find out what’s going on here, okay?

Now stay with me. Let’s get into these five key points.

**Five Key Ways to “Grow a Pair”**

**#1. Don’t Whine**

Larry Winget says, “The first thing that people that have a pair do is that they don’t whine.”

Now, I want you to think about that in your own situation. Yeah, I recorded an entire training video called *Winners Versus Whiners* and I talked about the differences. But don’t whine.

You see it around you, you see it in society you see it in family and friends and coworkers – nobody likes a whiner, nobody wants to be around a whiner. We all make up excuses and “this is bad” and “that’s bad.”

Well, travel out of this country, go overseas, spend some time where it’s *really* bad and then come back to America or Australia or Canada where all of our clients are, and tell me then that it’s so bad.

Stop whining. **If you want to change your results, then stop whining** and hold up that mirror and go, “It’s up to me. If it’s going to be, it’s up to me!” Right? That’s not just an old cliché. No, that’s the real deal.

Don’t whine. *Nobody wants to hear it anyway*; nobody cares. Your parents probably told you that you were phenomenal all these years and now you get out to the real world. We see it happening with this generation time and time and time again.

I’m here as a mirror just to help you. Number one, don’t whine. Nobody wants to hear it anyway, no different than you don’t want to hear it from that person sitting next to you. Don’t whine.

**#2. Become Self-Reliant**

Number two is: become self-reliant. Now, Larry’s book is not about sales and service – I’m translating it to sales and service.

Become self-reliant. *What do I mean by that?*

I mean **take ownership of your own results**.

Become self-reliant on your process, on your procedure, how you go about things, the system you create to win in the home and have higher sales and higher tickets and better customer service and more reviews and all the things that we’re all seeking and creating, right? Become self-reliant with that.

Nothing pains me more, ladies and gentlemen, than when I walk up to a technician that’s been having great results, a phenomenal month, and ask, “Hey, man, what’s going on? How are you killing it? How are you crushing it? What’s happening out there?”

They reply, “Oh, I just had some good customers.”

“What, are you crazy? Are you kidding me?”

One of my techs sold $40,000 on a weekend on a couple systems and different things. He sold 40 grand over Saturday and Sunday.

I went in that next Monday, I’m like, “Wow, what happened? How did that go?”

He said, “I just had some good customers this weekend.”

No, that’s not being self-reliant, *that’s placing your power in somebody else’s hands.*

That’s you saying, “Ah, well, I guess I win when I have good customers and I lose when I don’t, and I don’t have any control over either one.”

Stop it. Don't whine. Become self-reliant.

You become self-reliant as a service and sales technician by **realizing that *you* own your results, *you’re* creating it.**

And there are ups and downs and there are ebbs and flows and there are good parts of town and bad parts of town, and older homes and newer homes, and all the different things that come over the course of a year, but take ownership yourself to become self-reliant.

**#3. Don’t Allow People to Take Advantage of You**

Number three is: don’t allow people to take advantage of you, Larry says, in this great book. Don’t allow people to take advantage of you.

*What does that mean in the sales and service world?*

The bottom line is that **I just want you to be confident.**

Every time that I train technicians, every time I host one of my schools, I’m looking at ways to increase confidence, because I know for a fact that the more confidence you have in what you do, the more confidence you have in your own technical ability, your own communication skills, your price, whatever it is, **if you stand there with confidence you close more deals**, period.

Also, don’t let a customer control the call, right? So, don’t allow people to take advantage of you, what does that mean?

People don’t know what the process is when a plumbing, heating, air conditioning tech or electrician show up to the home. They don’t know the process so they just go about it the way that they think it’s supposed to go, and we just get drug through the mud.

No, take responsibility. **Take control of the call**. You’ve got to run the call.

I teach in my three-day school that the point is: you’re the director. It’s like you’re in front of the room conducting this huge band. That’s what I want from you in the call – take control.

You’re the professional. *They called you for a reason,* ladies and gentlemen, and that reason is that **you’re the expert.**

Another great video for you to watch that I recorded is called: *Be the Expert at Every Level*, that’s what we want to talk about, that’s what we want to keep at the forefront. So, don’t let people take advantage of you. And what I mean by that too is *stand up for yourself* a little bit. Not so much with the customer, but in life in general.

Now, don’t walk around with a chip on your shoulder thinking, *I’m all that*, that’s not what this is about. This is not about judging anybody. This isn’t about being better than anybody. This isn’t about having a better mindset or a perspective than anybody.

This is about us **taking ownerships for our own results in our lives** and saying:

“No, I’m not going to get walked on.

I’m going to stand my ground with the customer.

I’m going to be confident.

I’m going to educate.

I’m going to find out *everything* that’s going on, and if they have a 12 or 15-year-old system that has some repairs that need to be done, I’m going to talk to them about replacement because that’s the right thing to do regardless of what they choose at the end.”

Don’t let people take advantage of you. Stand up for yourself.

**#4. Have Clear Priorities**

Number four is: have clear priorities. Can you tell I’m a little fired up about this topic? I’m catching myself breathing hard here and everything!

Have clear priorities. **What do you want to do?**

I talk about the company goal. You know, if you have a set weekly goal that you’re supposed to produce in order to put on that uniform and drive that truck and it’s possible you take it home or whatever kind of built-in benefits that you have that you might not be viewing as benefits or thinking about. Every time I talk to technicians that have vehicles that they get to take home I would encourage you to do some math.

What if you drove a personal car from wherever it is that you live to your shop every single day back and forth every single day of the year?

How much would that cost?

There are some benefits there, okay?

And so when I say that, you’ve got a company goal, the company sets a goal, that’s a company goal.

**I want *you* to have a goal.**

I want *you* to be clear about what it is that you want to produce.

I want *you* to know how much money you want to make and what the path is or how you’re going to get there.

That takes priorities, that takes focus, and that takes clarity, the first dimension in the *Six Dimensions of C.H.A.N.G.E.*

Have clear priorities, my friends. Know in the morning when you get in that truck, when you put on that uniform, “**I’m going to go win today**. I don’t know what it looks like, I don't know what calls I’m going to have, I don't know how many calls I’m going to have, but I’m sure hoping I’m just going to have one because I’m going to go park this truck and build a great relationship and enhance the quality of somebody’s lives that’s actually one of my customers.” You want them waving out the door as you’re driving off with a bunch of their dough and they’re very happy and writing great reviews and you’ve done a great thing.

It takes priorities. It takes focus.

What is it?

How much do you want to do this week? How much do you want to do this month? How much do you want to make this year?

How many customers do you want to take care of? How many service agreements do you want to sell? How many reviews do you want to attract? What is it for you?

People that have a pair have clear priorities.

**#5. Don’t Compromise Your Principles**

Number five is: don’t compromise your principles. What do I mean by this? **Don’t compromise your principles, period.**

Principles are one of the reasons that this country’s in the state that it is because we can bend them. We talk about, you know, there’s so much more grey area in our lives than there used to be, right? Remember when it was black-and-white? It was either this way or it was that way, and if you didn't do what your parents wanted you to do, you’re going to get your butt whipped, right?

Now, I’m not advocating that that’s the right thing to do, maybe that’s just a little insight into my past or the way that I was raised, right? But we taught our children things; we learned how to grow up and take personal responsibility.

And I also talk about **professional responsibility**.

When you’re in the home all the time, you’re there as that licensed professional technician, as the person that they invited into their home, into their space, into their world in order to help them through a situation or enhance their lives in some way, shape or form, right?

So, this is about you saying, “Here are my principles, and this is what I’m about.”

And whether a customer gets upset because I’m offering a replacement, then I need to look at my process and I need to review some things there, but **I’m going to do what’s right because it’s right**, because I found something that’s going on here. *I need to explain this to you, Mrs. Jones*.

Have that integrity, have that principle. This is not a bendable thing. Now there’s so much grey area, we can’t say certain things. You’ve got to be politically correct.

I’ve recently heard that now they’re trying to remove us from saying the “Founding Fathers” of our country, because it’s not politically correct. They want it changed to “the founders,” right? Now, no offense, ladies, but come on, man, what is up with this? When are we going to rewrite the Bible, too? I mean, come on, what’s this about?

So the reality is, your principles don’t need to bend or waver and get into this grey area.

Know who you are.

Know what you want.

**Go after it with everything that you’ve got** as you look at these things, and you ask, “How do I grow a pair as a service and sales technician?”

**Get the confidence, get the desire, and get the hunger to produce the results that you want.** That’s what this is about, ladies and gentleman.

Now, let’s review.

Number one, **don’t whine**.

Number two, **become more self-reliant** so you have the ability to create your own future.

Number three, **don’t let people take advantage of you** – in the workplace, at home, or with your peer group. People treat you with the rules that you’ve allowed them to treat you with. So stand up for yourself. Have some confidence around that.

Number four, **have clear priorities**. What are your goals and accomplishments that you want to set out and make sure that you make happen? You’ve got to put them here first and foremost, and finally, **don’t compromise your principles.**

That’s what this is about.

This week I want you to just dig a little bit deeper.

You’ve got more in you, and I know it. You’ve got more results, you’ve got more sales, you’ve got more customer service. I want to see it.

Grow a pair and **go get some great results this week.**

Until we talk again, have a better than fantastic week, and I’ll see you next time.