**Expert Status as a Technician**

Hi everybody, Kenny Chapman here, The Blue Collar Coach, your contractor coach and sales trainer.

In this video, we're going to be discussing something that I view as crucial to selling and lead-setting technicians experiencing the greatest success around the U.S., Australia, and Canada.

Here's the deal: it has to do with *expert status*.

**You are an expert**, my friend. I come to you every single month trying to reiterate that to you, trying to reinforce the *value* that you bring each and every day that you put on that uniform and come to work and do the things you do.

Now, I also understand that expert status can be kind of misperceived at times and taken out of context. You don’t have to become this flashy, pushy salesperson, which I'm not. I travel all around and see many different companies and I see the technicians that sit in the back with their arms crossed and say, “I'm not a sales guy. I'm not going to offer these things. I'm not going to do an option sheet…but I'm an expert.” Okay. Fair enough. Let's talk about that a little bit.

**What Does “Expert” Mean to You?**

So, when I say the word “expert” to you, as a front line team member, what do you think about that?

How do you perceive the word “expert”?

I'll speak from my own experience right out of the gate here. As we talk about “expert,” this is something I resisted for a long time, even as I was doing a lot of training, being recognized, and winning awards on a national scale for the training, education, coaching, and things that I've done over the last 14 years around the country. *But I'm not an expert.*

**Why would I say that?** Why would I say I'm not an expert? I've helped thousands of people in this industry. Tons of people have read my books, listened to my audios, use my information, use the membership here, and all the different things, so why can't Kenny be an expert? And this is what happens in Kenny's head. I'll tell you right now: *I don't have it all figured out!*

I've been crucified by peers, mentors, and experts in our industry that tell me, “You can't say that you don't have it figured out.”

I reply, “Well, why? I don't. Do you? Do *you* have it all figured out?” “Well, no, but you’ve got to be the expert. They're looking for somebody to help them.”

I agree. I'm looking for people to help me, and I'm here to help you, but that doesn't mean I'm going to be something that I'm not. I'm not going to sit here and tell you I've got it all figured out. I will tell you **I've got tons of experience**. I've got thousands of hours invested into being an expert in the contractor trainer communication leadership space.

*But I still have more to learn*. Now, that set me free as it came to me being an expert.

So here's what I want you to think about regarding this word. Define what the word “expert” means to you. I don't care about dictionary. I don't care about formal definition. I care about **what “expert” means to you as a front line team member**.

Does it carry a connotation that you've got it all figured out, you know what to do, or that you've accomplished certain things in this industry? I would certainly assume so. But I don't want my words. I don't want Webster's words. I want your words.

Because here's what I know: when you think about the word “expert,” a formal definition is *somebody who has special skills or knowledge in a particular field.* Is that you?

Absolutely it's you, regardless of where you are, regardless of how long you've been doing this, you've got some expertise, my friend. The problem is we don't share it with the customer.

Here's what I know: **experts get better results, period**.

I don't care if you're talking sales, customer service, productivity, efficiency, or what. When you're an expert, you get better results. That's up to you. But it's up to you to embrace it, first and foremost, and today I'm going to give you five ways to **leverage expert status** to help you accomplish more of what you want.

So it might be that somebody has special skill or knowledge in a particular field that makes them the expert, but here's how I think about ‘expert.’ I want you to think about these words. Expert is a perception, okay? You might be better at something than me. I know you've got some expertise at something that I don't have. It doesn't matter what it is, okay?

Tiger Woods is an expert in one particular field. He's an expert golfer. He can teach me a lot about golfing, and guess what? I can enlighten the heck out of that guy on how to run a plumbing, heating, air conditioning and electrical company, right? I've got expertise here. He's got expertise there. I wonder if he'd trade one to one? No, probably not!

**The “Expert Scale”**

Here’s the reality: **‘expert’ is about you**. As we run through these five key points here today, I want you to think about being an expert on a scale of one to ten. One is that you don't know anything about it. Ten is that you've got it all, and there's nothing more you can learn.

So, where do you land? It's going to change in our industry, in our field and what we do. It's going to change by service call type, by equipment type, by troubleshooting what the problem might be, how many times we've done a particular job, whatever the case might be, this is going to be an ongoing thing.

But here's one of the things that set me free, ladies and gentlemen. Let's say you're a four on the expert one to ten scale. Guess what? That lands you specifically as a four, and anybody over here in the ones and the twos, you can help them. One, two, three – anybody below you – you have expert status and you can help them. Now, **where are your customers…what numbers are they**?

They might think they're the seven, eights, and nines, right? We all have those types of clients out there. But the *reality* is they're zeros, ones, twos, and threes. Most of the times we're four, five, six, seven, eight, nines, and tens.

You are an expert. I want you to embrace it, because when I see that come to life, great results follow.

**5 Keys to Expert Status**

**#1: “Expert” is a Relative Term**

“Expert” is a relative term. That's why I ask you to define it. That's why I share what a formal definition is. That's why I share my reality. And when I think about 'expert' being a relative term, it means different things to different people. Now, all that matters to me is: *what does it mean to you?*

If I want to **position you as an expert** with your customer so they'll listen to you more and follow you on your professional responsibility instead of acting like you just fell off the turnip truck and all of a sudden landed in this uniform, this is what I need to do. Instead of saying, “I need to do this type of a service and it's going to be this,” exude your expertise that they crave and are willing to pay for. “Expert” is a relative term.

I think about the word *perception*.

“Expert” is a perception.

“Expert” is a belief.

“Expert” carries trust.

“Expert” has a certain level of expectation.

Certainly, your customers usually expect you to have some level of technical ability or the company wouldn't be sending you to this particular type of a call, right?

That’s very true…but we get lost in the interaction with the customer when we don't display our credibility and we don't demonstrate our expertise because we don't want to be that know-it-all.

I don't want you to be that know-it-all.

I want you to be a **strong and confident expert**.

Number one: “expert” is a relative term.

**#2: Experts are Constantly Learning**

So when you take on this role and say, “Yeah, Kenny, I want to be an expert. I want my customers to buy more, to be more, to be better served, better satisfied, write more reviews, and call and request me in the future.” That's what experts get, and *experts are constantly learning.*

This can be books. This can be CDs. This can be audio. This can be MP3s. **Experts learn from many sources**.

I ride with some of the top technicians all over the country. All of them have some sort of a routine of listening to quality sales information, communication information, personal development, belief, goal setting, etc. It doesn't matter. What matters is it's *positive information* and then you can **translate it into effective results** because experts are constantly learning.

**#3: Experts are Focused**

The top experts of any field anywhere *know what they want*.

I mentioned that Tiger Woods is an expert is his field. He's focused. Watch him lean down and line up a putt at the 18th hole of the Masters before it heads into a playoff, and watch the precision and focus. Nothing else is going on in the world at that time. This is what I want.

We've got our three-day schools where we teach technicians from all over the place how to demonstrate and **communicate in certain effective ways**. The point is not to make robots or make you something you’re not, but to release all of your potential and help you *become all that you can be.*

That happens through constant, ongoing education.

Now, it doesn't stop there at the school. **It has to continue.**

You've got to pull out your workbook and do some reinforcement.

You've got to lean on other people, listen to the information, reinforce, reinforce, and reinforce, because experts are constantly learning.

Number three is: “experts are focused.” So when you're focused and you're really paying attention, you glean just that bit of information.

I don't want you implementing everything from our school at once. I want you implementing a couple things that can **build on the success you already have**. Then, you get those good habits going, it's the “H” in change from *The Six Dimensions of C.H.A.N.G.E.*, right? We get that positive habit going. Now we layer a little more. Then we layer a little more. Then we layer even a little more.

That's ultimately what it's all about with focus.

**#4: Experts Seek Outside Help**

Number four is: experts seek outside help. This is tied back to that learning piece, but this is about *outside help*. What do you know that I don't know?

I ride with technicians all the time. Every single month right now I'm in different companies, sometimes multiple companies in a month, in the truck, training technicians, riding and observing. And guess what? **I learn when I observe them**. I seek outside help.

I’ll say, “Hey, technically, tell me about this. Tell me more about that since I come from a drain cleaning truck, but I didn't work in the HVAC industry with the tools in my hands. We bought a company to get into that business and I know it inside and out from the level that I need to know it, but I rely on expert technicians like you to help me understand different things.”

So I learned there, and hopefully you learned from me when we're breaking down the call. Seeking outside help is important.

Now, obviously, I'm not in your truck every day and that wouldn't be beneficial to either one of us, I'm sure! But periodically when you get somebody in there, you can do an audio ride along with yourself to listen to how you sound.

Seek coaches.

Seek mentors.

Seek peers.

Seek like-minded friends – not the friends that are sucking you down and pulling you back because you're accomplishing more than they did after high school. No, no, no. Let them be and do and act however they want to act. That's not about them. This is about you. So you need to **surround yourself with positive friends**.

I go to companies that have top performers. I always walk outside afterwards. I do the meeting and then the *real* meeting happens, the meeting after the meeting.

So the guys are out there smoking and drinking some coffee, whatever, and I'll watch them and think *oh, here's a group of top performers hanging out talking about yesterday's calls.*

Then, here's a group of the lower performing guys talking about yesterday's calls and **how bad it was** and how much it went wrong.

These guys over here, the top performers, if they're talking about a challenge they had yesterday, they're also talking about **how to overcome it, what have you done, and how have you learned from this**. Experts seek outside help.

Number five – last and probably most importantly is….

**#5: Experts Make Mistakes**

Now, that sounds like a total disconnect in your head, I'm sure.

As I'm putting together this content for you to share ways that you can **increase your sales and take better care of your customers**, for more reviews, for more repeat customers, and for higher average tickets, we want a win, win, win, right?

Well, you have to be willing to make a mistake. You have to be willing to set foot onto a presentation and say, “Here's what you really need to have taken care of.”

Maybe it's a new way of doing things.

Maybe it's a new product.

Maybe it's something that you haven't been quoting a lot.

It's all about staying in the groove, but stepping out. **Comfort zones are made to be broken.** You must make mistakes sometimes to get out of a comfort zone, and that's okay.

We might think, “Well, I'm an expert. I can't ever make a mistake.” *No.* Experts make a lot of mistakes because **they're still learning, growing, trying, and doing more**. That's what it's all about.

-Expert is a relative term.

-Experts are constantly learning.

-Experts are focused and implement one thing at a time.

-Experts seek outside help.

-And most importantly, they're willing to make mistakes.

**A couple of things to wrap around all of this regarding those five points:**

-You’ve got to be committed.

-You've got to be passionate.

-You've got to figure out how you're going to add value *your way*.

-Seek mastery. (Not perfection, but rather mastery.) So when you seek mastery, allow yourself to make some mistakes. You're still a master and you're still an expert at something, but you will stub your toe along the way *or you're not learning and growing.*

-Be true to yourself.

I can't tell you how many trucks I get in where guys say, “You know, Kenny, I appreciate your stuff. I like your stuff. But I'm not a sales guy and I'm not going to stand here and tell my customer what they need to do when it's their choice and it's their money and it's their decision.”

I couldn't agree with you more! However, it's your **professional responsibility as the expert** that they called to your home to make recommendations, to share your professional opinion and your expertise (that they don't have) so *they can make an educated decision*.

Expert status sets you free when it comes to results.

You don't have to be something you're not. You don't have to be cocky, arrogant, or anything like that.

However, you've got to be **confident** and you've got to know you’re the one for this customer, for this upgrade, for this replacement, for this add-on, for this lead that gets set, and what's in the best interest of the customer from your perception.

You’re not there to make a buying decision *for* them, but rather to **share your expert status with them**, to help them make a quality buying decision.

I'm Kenny Chapman, The Blue Collar Coach, your contractor coach and sales trainer. Until we talk again, have a *better* than fantastic week and I'll see you next time.