**Low Demand vs. High Demand Calls**

Hi everybody, I’m Kenny Chapman, your contractor coach and training advisor.

Today I want to talk about the difference between what we call “low demand calls” and “high demand calls.” We all have this perception in our minds: *I want demand calls, I want demand calls, I want demand calls*.

I understand, because the client already has a built-in desire/interest in solving a problem instead of just keeping something working for them or whatever the case might be on courtesy calls, inspection calls, tune-up calls, etc. These cross all trades: plumbing, HVAC, and electrical. All of us have times where we need to do courtesy inspections or (like at my company) we do paid inspections but they’re still courtesy calls, we just charge a little bit for them.

Now, regardless of whether we’re doing free ones or we’re charging something for them, there are some different things that happen in the client’s mindset that we want to get on the table.

It’s twofold here and I recorded a whole separate video that’s already in the archives about courtesy calls specifically, so today I’m not talking about that, I just want to talk about us as selling technicians:

-What’s the difference with my mindset?

-What’s my strategy?

-How do I do things a little bit differently if I’m running a low demand call versus a high demand call?

At the time I’m recording this we’re in somewhat of a shoulder season and seasons are changing and some of that. When you’re watching this I don’t care what time of year it is.

If you’re watching this in high demand season and you’re really, really busy, then I want you to take that side of this video.

If you’re watching this in a low demand time and call counts are down or you could be busy you’re just not running a lot of demand calls, maybe you’re running a lot of maintenance calls or tune-up calls or different things like that. In that case, I want you to think about it from that perspective and from that angle.

Now, as always first and foremost, **success starts with us**.

So there’s value and necessity for maintenance calls. There’s a value for a low demand call because it’s an opportunity for us to blow the client’s perspective out of the water as to who we are and what we do.

It’s also about *over-delivering*, my friends, because the customer that you’re in front of, it’s their experience, it’s their *one* experience. It doesn’t matter whether its high demand or low demand.

Yesterday I was at a lunch meeting with my attorney, actually, and we’re sitting at a golf course overlooking this beautiful place, having some lunch, and the place is dead in there. It’s a men’s club day or something so there are a lot of golfers, but inside the restaurant there was just the two of us and then one other table of two people in the entire place. We both order a Cobb salad, and I make a couple adjustments to mine. I don’t want the bacon. I don’t want the chicken; throw a piece of ahi tuna on there instead. My attorney just orders it right off the menu the way it is, okay, fine. We’ve got a couple of Cobb salads heading our way in a few minutes.

Now, he had an appointment we needed to get back for and had some time constraints.

A few minutes go by and then a few *more* minutes go by.

This is a very low demand time for this restaurant, understand, and we’re the customers sitting in there and pretty soon we’re thinking, *wait a minute.* We’re starting to wonder when the salads are going to come out.

Well, long story short, there’s a delay then there’s another delay. Then the manager’s coming out to talk to us and we’re thinking, *okay, do we need to get doggy bags or get a box to take our salad with us?* Oh no, it will be right out. Now understand what I’m saying here, they totally botched it up during a very low demand time. Okay. So a customer has different perspectives and different expectations; what matters is ours. So, what if that cook or chef was to have a sense of urgency and intensity whether there are four people in that entire dining room or 40 people in that dining room?

Now, it’s the same thing for us.

We want control of our own emotions first. And the first thing we’ve got to do is control that urgency.

**Raising Your Level of Urgency**

I want you to think about if it’s a low demand situation, I want you to **raise your level of urgency.** This is not meant to overwhelm a customer but just get yourself dialed, because what happens when we get dispatched and all of sudden my phone goes off or I get my page and it’s *okay, I’m going to my next call* and *oh man, it’s a maintenance, oh it’s an inspection, oh blah, blah, blah.*

You know guys, gals, the last two days my guys have sold $15,000 on two inspection calls…*two*. Fifteen grand.

They make money, the company makes money, and the customer gets taken care of. One of them we sold a furnace on a plumbing inspection call.

Now how does that happen? What do you think? How does that happen where you could go out on a plumbing inspection call and walk away with over an $8,000 installation with no demand?

It’s going to be 80 degrees here today. Yesterday I sold an $8,000 unit with no demand. How does that work? How do we get there?

I’m going to tell you how we get there, and that is a technician that understands it, gets it, has desire, and wants to play the game at the highest level that he or she possibly can.

They have urgency when they’re going in.

They know that they’ve got to build this relationship, spend time communicating, and getting through the entire home looking at the entire situation coming up with a quality option sheet. Having different variations on the options sheet and having a quality interaction with our customer is very important.

It starts with *us* and it starts with *urgency.*

We’ve got to work on creating that desire, both within the customer and within ourselves. **Sales happen when desire meets urgency.**

**Create a Desire For Your Services**

We buy on emotion we justify with logic, so we need to make sure that even on low demand and less urgent situations that we can tie some emotion to our customer. The only way we can do that is by:

-Building good rapport

-Asking good quality questions

-Logging the information through quality listening in order to generate emotion when we’re sitting at the kitchen table delivering the options to them to find out what they want, need, and desire today.

In that situation, (a plumbing courtesy call) my technician easily could have said, *okay, everything’s checking out.* Well, here are a couple of thoughts about plumbing and I’m also an HVAC technician and noticed that furnace is old.

How does he get there? You know I’m always interested. He gets there through talking about the entire age of the home. What’s going on with the customer? Did they have anything else? He uses it for his own credibility. He’s cross-trained. He does more than one trade. *You know, while I’m here, why don’t I* (fill in the blank), however it works out for that customer.

He easily could have said, your furnace is 20 years old (or whatever it was). He could’ve said, *you’re probably going to need it but we’re not going to be cold for a few more months so why don’t we*...no, that’s not what we’re talking about.

He’s got urgency.

That helps translate to urgency **with the customer.**

You’ve got to have urgency.

Then you’ve got to look at how you’re communicating. So you’ve got to remember that if it’s a low demand situation or a high demand situation there’s a common rule that we always have to remember. And that is this: our customers, every customer, you included, me included, everybody sitting in that room right now, look around, everybody that you’re looking at has this thing in common: **You love to buy things and you hate to be sold things.**

Our customers are the same and I’m a big proponent of the fact that you are not your own customer. Don’t think about your customer making purchasing decisions based on your perspective as a selling technician. That’s a no-win situation. You’re a customer but *you’re not your own customer*, okay?

**Be an “Assistant Buyer” for Your Clients**

You make your own buying decisions in different areas, but you just think about yourself. You love going out and getting that new Smartphone or whatever, but you don’t want somebody that’s high commission and high pressure selling you; you really like this phone but they’re pushing you.

No, you don’t like to be pushed and “sold,” **but you love to buy.**

We need to focus on this *assistant buyer* hat that we wear when we’re dancing between low demand and high demand.

It’s really about relationships. We talk about that a lot, and we’ve really got to develop a relationship to gain that level of trust to truly be an assistant buyer for them.

Then, you’ve got to be comfortable putting several different things on an option sheet. We need to have a few different things on the options sheet and we want to:

-Address the wants (since we’ve had a good conversation).

-Address the needs (as we’ve discovered things through an inspection) or whatever the case might be.

We’ve talked about this before (maybe you have or haven’t watched one of the videos) but it’s a good refresher to remember that people invest different amounts on things that they *want* versus the things that they *need.*

So (thinking globally) what people really need is a good retirement program. We really need to be saving a certain amount of our paycheck every month and investing it in something so we have some retirement in the future somewhere down the track regardless of how much money you make or what your positioning is.

That’s something you really need to do because all of sudden one day, faster than you know, you’re going to wake up, you’re going to be old, you can’t work, and (no offense) it’s going to happen to all of us. You still need to have that income coming in. We need that.

But most of us today don’t want that.

We want the next iPhone that’s coming out, and all the different things, and I’d rather not save 10 percent of my check. I want to spend that 10 percent of my check, but I really need to invest it.

So I do a lot more for what I want than what I really need. Your customers are the same way. **We need to help turn those needs into wants.**

We also have another video in the membership program about needs vs. wants, so I’m not going to go down that track. But I want to remind you: people invest more in *what they want* than what they need, so we need to ask ourselves how we can help them understand our services as an actual *want*.

One of the ways that we do this strategically is by **creating different packaged options**. Basically, if we have something specific, then we add on to it a little bit. Give them a little bit more and it costs a little bit more. Take a little bit away it costs a little bit less. Good, better, best (whatever the case is) the high option, the in between one, and the low one. However you have your systems built, I want you to have options on every call.

Now, here’s the main thing. Regardless of whether its high demand or low demand, there are two reasons I wanted to shoot this video. One is that it was requested of me. I have clients that ask me to shoot videos on different topics, and this is one of them.

**Proper Routine + Repetition = Success**

We always go through this period a few times a year where we are really busy. Now, *busy does not equal profitable* for you or the company. If you’re on some sort of an incentive-based pay program you know you can be really busy, you know you can work a lot of hours and just not send that much to the pocketbook, right?

I want you to be productive.

I want you to be controlled.

I want you to be methodical.

I want you to be confident.

I want you to be based in routine. Routine sets you free.

Now let’s change that a little bit and add another word in there. *Proper routine* sets you free. That’s that old adage “practice makes perfect.” *No, practice makes habit*. **Perfect practice makes perfect.** So, proper routine sets you free.

So why not practice while you play?

Why not have a routine for every call that you go on?

Why not have some canned option sheets that you can draw on?

You’re not going to use a canned option sheet and you’re not going to create it the same way, but you can dance with that to the music played based on what your customer says.

It’s about repetition.

Tony Robbins said: “Repetition is the mother of all skill,” and I believe in that. The more you do something, the better you get at it. We’re running calls every single day, my friends, so you’ve got a routine, but:

Is it a *proper routine*?

Is it a profitable routine?

Is it a call-converting routine?

Is it a customer-centric routine?

This is where we need to spend our time.

High demand. Low demand. With low demand, there’s even more emphasis that ever on customer and situation.

With high demand, there’s huge confidence and comfort to the customer that you’re going to be able to take care of these things.

Those are the only major differences, other than that just do your thing, run your routine, follow our *C.S.I. Technician Success Academy* 12-step process, and off you go.

Keep up the great work.

I’m Kenny Chapman, your contractor coach and sales trainer, and I want you to have a better than fantastic week. I’ll see you next time.