**The Power of “Because”**

Hi everybody! I’m Kenny Chapman, welcome back. I am your contractor coach and today I’m here to share a couple things with you.

I’m going to be brief with your time today. I want you to just focus on one key concept today, and guess what? *I’m not going to teach you anything new today.*

**A Good Reminder**

You might think, “Alright, why are we going to go quickly and to the point with a short impactful meeting today, and why isn’t this guy going to teach me anything?”

Well, here’s the thing: we’re going to *remind* of you something. We’re going to awaken something in you that you already know and we’re not here to just talk about Earth-shattering, new information. Some of the most Earth-shattering and game- changing information comes from things we already know but have forgotten.

I was working with a relatively new client recently and I told him, “You know what, you forgot more about the service business than most owners will ever learn because you’ve been educating yourself. You just need to re-engage. You need to rekindle. You need to restart. You need to re-energize some of the things that you already know.”

So we’re continuing talking about effective and simple technician presentations today. We’re also going to uncover and discuss the power of just one word. You guys know I believe in transformational vocabulary, right? You know that I’m all about finding simple tweaks and changes and twists and little alterations to get us much better results with the time and the energy we’re already investing.

This isn’t about making more presentations.

This isn’t about turning your presentation upside down and starting over.

This is about **a minor tweak that you will start today** as soon as this meeting is over and you get on the field and you start to work with this information.

You will see your results begin to improve simply based on changing one thing when it comes to your presentation.

**One Powerful Word**

Are you ready for that one power word?

Here it is: the word “**because.”**

It’s that simple. I told you I wasn’t going to teach you anything new! There’s nothing new here. The point is, I can go through all the reasons why people use you, why people buy from you, why people are interested in your company and you as a technician or a salesperson.

You are the person in their home helping them make buying decisions assisting them with investing in upgrades in their home and making their lives a better place to live. That’s what it’s all about.

**Help Your Clients Recognize the Benefits**

It’s not about the features, right? **It’s about the benefits.**

We all talk about the features, benefits and advantages of doing business with us, right?

Well, I just made an assumptive comment there. I said, “We all talk about these things, right? We’re all aware of these things, right?”

Are we? Are we remembering that or are we saying “Well, this thing’s got some really cool features to it. I’ve got this technician mindset and because I like to learn kinesthetically I’ve been using my hands and working this thing and it’s the best thing since sliced bread.

It doesn’t mean anything to the customer and yet we’re asking them to invest their hard-earned money in our products and services, and the enhancements that we offer their lives.

**How Emotion and Logic Work Together**

Two things are in play here, my friends: **emotion and logic.**

People buy based on *emotion* then they justify based on *logic.*

We’ve got to remember this, because logically we can understand and say *well, logically I might be able to buy something less than that*. For example, picture a smart phone. (I’ve used this example in the past.) We all have these whiz-bangs and doohickeys and all these crazy things but what are we using them for? What is the benefit? What does that serve our lives, okay? At the time that I’m recording this I’m getting ready to go overseas for a 30 day period and there’s a new app out that will allow me to call and text my friends and clients overseas by having one particular app.

**The Emotion-Based Smart Phone Purchase**

So, Christy and I were at an FAC over the weekend with friends and we were saying to them, “Hey, you guys need to have this app,” (their whole family was there.) “You should have this app so we can stay in contact with you.”

This is a family that’s my age, and they just got (or the parents I should say) just got new smart phones for the whole family. They’ve never had them before; they’ve had the old flip and dial kind. So they have these new smart phones that have this platform and this computer and they’ll do everything…they’ll shoot video, they’ll take pictures and have all these different apps available.

So I say, “Hey, you guys should add this app.” Now remember they’re my age, and they’re like “Aah, just give us our old phones back. I just want to be able to dial a number and talk to somebody, Kenny. I don’t want all this technology. I don’t want all this crazy stuff.”

So I had to ask, “Wow, why did you get these phones then?”

They replied, “Well, because it’s the newest thing. Because there are some things that we can do…”

Oh, because why? You need to be able to answer it for you. They got the new phones because *emotionally* (most importantly) their 12 and 14-year-olds said, “We need new phones; we want the new stuff.” All the kids love smart phones and the technology, right? The kids get it, but the parents are thinking, *I’m not so sure about this*.

Why did they buy the phones? They bought them based on **emotion.**

Now they’ve had them for a week or two and they’re logically saying, *I’m not really sure if this thing makes sense*.

Why? Because they didn’t finish that thought process. **We need our customers to understand both logically and emotionally**, but understand they’ll make the *decision* based on the emotion just like my friends did.

**“Because” Gives People a Reason to Act**

So how can we utilize this? I mean, seriously, this word “because” is what today’s about. Using the word “because” is one of the most powerful words in the English vocabulary as far as giving people a reason to act.

For example, if I say to a parent, “You need the smart phone because you’ll never talk to your children again if you don’t have one,” that’s powerful.

I look at like my mom’s age group. My mom wants the simplest phone possible. It’s the same situation with grandparents.

I have a friend that actually trains seniors on technology and the company’s new tagline is “You need this because you’ll never talk to your grandkids again if you don’t have it.”

Wow, there’s a strong “because.”

Now you can see the power of the word “because.” If I don’t upgrade my phone or don’t get on to the Facebooks and the Face Times and start tweeting, I’ll never talk to my grandkids again.

**There’s some powerful emotion**. Now, is it true? I don’t know, I don’t care about that, I’m here to uncover how we can use “because” for our benefit.

So if you think about (for example) a condensing unit with a dual capacity compressor, the client’s not buying some great dual capacity compressor.

They’re buying this unit **because** it will *save them energy*, *make their home a little more comfortable* and give them a little more *peace of mind* when it comes to their carbon footprint.

Because. Because. Because.

**Link the “Because” to Emotion**

None of these things have to do with the dual capacity compressor. That’s what it’s all about, but we need to **link this emotion**. Logically you think *yeah, it makes more sense.* I’m in the business, this is the better unit, but what does it mean to them emotionally?

And here’s the power, okay, let me let you off the hook a little bit today. When you get to the point of presenting an option to a client and you say, “Mrs. Jones, I really think that you should look at this option here with A, B, C, and D.”

That’s one way you can do it or you can say (let’s use an example of a tankless water heater): “Ms. Jones, remember we talked about these things in your home and we were in the upstairs bathroom and you said that you don’t really use that garden tub very much because you run out of hot water, right?”

“Yes.”

“Okay, well, I’m offering this tankless option for you **because** you want to be able to have a hot bath, and this unit will run it. It will take care of it. You can let it cool down. You can heat it back up once you’re in there. You can take as longest bath anytime of the day or night, as many as you want, back to back it doesn’t matter because this is how it’s going to solve your challenge and improve your situation.”

Does that make sense to you, my friends?

You might be thinking, *Kenny, come on, we know this. This is simple.*

Really? Is it that simple and do you know it, because if you do then *use it* because it works very, very powerfully.

We’ve been working on this in my own company as John (my service manager/ sales manager/ general manager) put another hat and right now he’s doing all kinds of things at our company. One of the things he’s been doing is observing this in the field and seeing how we can become more effective by using the word “because.”

This is not something I’m making up. I’m not just saying *Hey, this is going to work in contractor sales.* This is mental. This is about the technology that’s been working for a long period of time in people’s minds: **emotion versus logic**. The word “because” is actually almost irrational based on what some people will do when it’s used.

There have been hundreds of studies based on this whole concept of when people give an answer, why, right?

**“Because” and the Copy Machine**

One of the examples that was repeated time and time again takes place in an office environment.

There were people lined up waiting to make copies at the copy machine. There’s this line of people and somebody would walk up (they were working for the study) and try to cut in line to get to the front of the line.

As they began the study they just walked up and said, “Look, I’ve only got a few pages, can I go ahead and make some copies?” I’ve only got a few can I go ahead and make some copies? Can I jump in here? Sixty percent of the people that they asked said, “Yeah, go ahead.” Sixty percent. Okay, so six out of 10 times is not too bad. The other 40 percent are saying, “No, you can stay behind me. I’ve got stuff to do, too. I’ve got to make copies too. What’s the big deal?”

This, mind you, is how most of your sales are made. Again, remember a lot of the deals that you close in the field are because your client wants to buy so badly, even you can’t stop them from doing it.

I’ve got a new technician in my company right now selling service agreements like they’re going out of style. I said, “Man, what are you doing? How are you closing so many of these? How are you getting the results that you’re getting?” He said, “What do you mean? **I’m offering it.**”

It’s not rocket science.

Understand that by walking up and saying, *I’ve only got five of these can I go ahead and jump in line here?* that’s how many of your deals that you’re closing. You’re saying, “Well, this tankless water heater would be a better option for you so here’s something that you can think about purchasing.” Six out of 10 times, a lot of people are going to say *okay, I’ll do it*. I’m talking about that other point.

I was pulling together a technician sales training a couple years ago and interviewing some of the top clients that I have and looking at what the top companies do and where they get the most value.

I remember a sales manager at one of the best companies I’m aware of in the U.S. saying, “It’s fine that people talk about *this works for most people,* but it’s about that next level hump.” He said, “For me, all my guys would be rock stars anywhere. I’m looking for that next little piece, that *little tiny piece*.”

That’s what I’m looking for with your presentation.

I want you to close one more gig per week, per day, or every time you go out. Whatever it is, I want you to get these things done, and it’s **only slight tweaks** once you have the foundation laid.

So, this is how you can do it:

-You can walk up and say, “I’ve got five copies, do you mind if I jump in here?”

*-Or you can use the power of “because.”* You can walk up (like the second group involved in this study) and say, “Do you mind if I jump in here **because** I’m in a hurry?”

They used the word “because” and said: *because I’m in a hurry*.

They would walk up, hey, do you mind if I jump in here? I need to make copies *because* I’m in a hurry. **Ninety-four percent** of people said, “Jump on in.” Sixty percent would let you go ahead when you said *I’ve just got a few*, 94 percent when you said *because* and gave them a reason, “because you’re in a hurry.” Now, don’t you think everybody else in line is in a hurry?

It gets better than that, so check this out.

This is why I’m letting you off the hook. I don’t even so much care. You can work with your service managers. You can work with your sales managers. You can do your own tweaking in the field. Call your peers. Challenge yourselves. Drop me an email. Challenge me with it, whatever the case is. I don’t care so much what you say after the word “because,” I just want you to use it.

Why?

Because people get behind it.

It gives them a reason.

People don’t know what, when, or how to take action.

We’re just so stuck in our ways and thinking, *I’m not sure, what do you think? I don’t know.*

Well, here’s the thing; it doesn’t matter what you say because when they went up and asked, *Can I jump in here and make a few extra copies because I’m in a hurry*, 94 percent of people said yes.

Then they changed the scenario of the study just a little bit more.

To recap, when they didn’t give a “because” reason, **60 percent** let them in. When they gave a “because” reason that had validity to it, **94 percent** of people let them in.

Now let’s go one layer deeper. Now they walked up to people in the copier line and said, “Hey, can I jump in here because I’ve got to make some copies?”

Now think about that. “Because I’ve got to make copies.”

We’re standing in line *at the copier*, people, what do you think we’re here for? We’re all here to make copies. Of course you’re here to make copies. Regardless, they just went up and said, “Hey, do you mind if I jump in here because I need to make copies?”

They said “because” and then they gave this reason that *everybody is in line for,* and **93 percent** of people let them jump in there and go ahead with their day. That’s one percentage point less than a good reason and 33 percent better than not using “because” at all.

**Using “Because” With Your Clients**

When you lay out an option for your clients, my friends, tag “because” on there.

Then, the better you build the story, if you’re working with our program (the CSI Technician Success Academy) information, as you’re going through uncovering and your call discovery process, you want to have these to be able to link back to.

**-Because** of what you saidwhen we were talking in the garage, Mrs. Jones, I’m making this offer.

**-Because** you had mentioned about the running out of hot water, I’m talking about this.

**-Because** you had said that since you’re going to add on in the future you might need to add some electrical receptacles and you don’t have room on your current circuit.

**-Because** you said eventually you’re going to purchase a hot tub.

Whatever these are you tie them together, then you make the offer, and then you give them the “because” explaining why your offerings are so great:

**-Because** we have the best warranties in town.

**-Because** our service agreement program means you’re with us 24/7.

**-Because** with his warranty coupled with our maintenance plan you can’t write us a check for the next five years for this piece of equipment, Mrs. Jones, that’s why.

*Give her the reason*, my friends. That’s what it’s all about.

**3 Ways to Improve Your Client Interactions**

**Number 1: Know and Say**

Know and say *why* people should invest or buy from you. Know and say. Be clear.

You can have a lot of these “because” reasons lined up ready to go. Do your homework on your company. How long have you been around? What are your warranties like? What’s the reputation like? What’s your own level of competence?

Know and why. If your company hasn’t been around that long, if you’re not that big, if you don’t offer after hours service, that’s fine.

Look at things that you *can* utilize while you’re with your client, and a lot of times it’s going to be you.

**They’re doing business with you,** so you’re the main brand of the company right now.

-Know why you’re different.

-Know why you’re better.

-Know why they should do business with you.

-Remain focused.

**Number 2: Understand What Makes You Different.**

You’ve got to do this.

This could mean an entire company meeting with your management. What makes us different?

If I’m Mrs. Jones looking for a plumbing, heating, air conditioning, electrical company, any kind of a contractor, roofing, painting, whatever it is…how are we different and why?

This should be examined *from the client’s perspective*, not just our personal opinions.

**Number 3: Have a Conversation.**

When you’re in a presentation just have a conversation, my friends. Don’t go into this selling mode.

I’ve seen technicians sit down in a presentation, and I can watch their physiology literally change. They start to think, *now I’m putting on my sales hat;* the tone of voice changes and their body language changes.

I want you connected and focused as you head into the call.

You start ramping up, and now you’re at that peak point where you’re laying out the options.

You’re telling them **why they should do business with you.**

You’re giving them the “because” reason of what makes you different, what makes you better, and how you stand in a category of one (by yourself and within your company.)

**Use These Tools to Your Advantage Today**

Now, go use these tools and get on it.

#1: Know and understand, know and say what makes you different. Why should people buy from you and why should they invest with you?

#2: Understand exactly what makes you different.

#3: Just have a conversation.

Pay attention to your body language, your physiology, and the way that you move. **So much of our communication is done nonverbally.**  Your tone of voice is a part of it. Your energy is a part of it. How you carry yourself comes into play.

Just sit up, be comfortable, be confident, and give them a reason why.

I’m just really excited to have the opportunity to shoot this training video because I’ve had clients ask me to do more training on presentation because our technicians sometimes get stuck there.

So that’s why I’m giving you this video:

**Because** I want you to have more tools in the field.

**Because** I want you to close more deals when you’re out there.

**Because** I want you to earn more money and take better care of your family.

**Because** I want your company to be well taken care of and continue to grow.

How’s that for a few “because” reasons? Does it make sense why I shot the video today? I think you have a little bit more understanding about why I did that, right?

That’s what it’s all about, my friends. You don’t need to pour it on like that; I’m just giving you some examples. It’s powerful.

*Excuse me, can I get in line and make some copies?* Remember, 60 percent said “sure.”

*Excuse me, can I get in line to make some copies* ***because*** *I need to make copies?* Increase that number by 33 percent! **It’s the same with us in the field**, my friends. This is what it’s all about.

Now it’s your turn!

I want you to use this in the field *today*. Get out there and have some fun. Give them the reason “because” it’s better than the way you used to do it.

I’m Kenny Chapman; I’m so thrilled to be here with you.

Until we meet again I want you to have a better than fantastic week and I’ll see you next time because I can’t wait.