

THREE QUICK WAYS TO BOOST YOUR SALES AND PROFITS

By Terry Lich

During his over-30-year tenure in sales with a major garage door manufacturer, Terry Lich worked with hundreds of door dealers and discovered many tactics that can give a tangible boost to your sales and profits. These suggestions are straightforward, easy to implement, and will truly have a positive impact on your bottom line.

Tip 1: Roller bonus

Offer your technicians a \$1.00 incentive for every roller they sell. Besides providing an immediate boost in sales, this offer will produce three positive results:

1. Better inventory control. The company issues a tech 100 rollers. At the end of the week, the tech has sold 60 rollers. He then will have earned \$60 and needs to ask for 60 new rollers to replenish his inventory.

Without the incentive, he may have invoiced only 40 rollers and forgotten to write down the other 20. Alternatively, he may have sold only 20 rollers because there was nothing in it for him. The incentive will improve your inventory control and increase your sales.

2. Happy tech. The extra \$60 in the tech's paycheck could be the difference between a Friday night dinner at a fast food restaurant and a special night out. For you, it could be the difference between the continual search for new employees and retaining the same great employees year after year.

3. Happy customer. Customers will have a better-working door because your tech took the time to check the door for defective rollers. Place the bad rollers in a plastic bag for the customer's inspection (make sure the incentive doesn't motivate the tech to replace parts that don't need replacing). The ultimate result? A satisfied customer, an appreciative employee, a more accurate roller inventory, and increased sales.

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Tip 2: Operators on the trucks

Placing new operators on your installation and service trucks can also increase sales. Service or installation techs may find that the customer's existing operator is beyond repair or doesn't offer newer features that the homeowner may desire. When operators are on the truck, the tech can make the sale on-site and install the operator.

The reward for closing the sale is a \$20 incentive (or another amount you choose). Having techs carry operators is much cheaper than sending your salesperson out to sell the customer an operator and then sending the tech out yet again for the installation. Or worse, the homeowner going down to the local hardware store, buying an operator,

and installing it (poorly) themselves. Again, with this method, the customer wins, the tech wins, and your company wins.

Tip 3: Call-ahead selling

The third tip is directed to your sales staff — it works like magic, yet it is so simple. A potential customer calls your office, and after a pleasant sales conversation a follow up is arranged for 11 a.m. the following day at the customer's home.

We all know to be on time for sales appointments. For this sales call, as usual, make sure you're at the customer's home by 11 a.m. But here's the key: phone the customer at 10:50 and inform them that you are on your way, and you are looking forward to meeting with

them to discuss their garage door needs.

Often, when you arrive after making that call, the customer will be standing in their garage, awaiting your arrival. That short phone call is a pleasant and considerate gesture that gives the customer confidence in you and your company.

Roller and operator incentives and phoning ahead are three simple ideas that will increase your sales and profits and add to the success of your company. These ideas cost nothing yet can immediately begin to produce tangible results. ■

Terry Lich provided sales and training assistance to dealers in the industry for over 30 years. He passed away on March 24, 2016.

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