

Three Quick Ways to Boost Your Sales and Profits



By Terry Lich

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

Roller Bonus

Offer your techs 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 the technician 100 rollers. At the end of the week, the tech has sold 60 rollers. He then would have earned \$60 and needs to ask for 60 new rollers to replenish his truck inventory.

Without the incentive, he may have invoiced only 40 rollers and forgotten to write down the other 20. Or, 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 paycheck will bring an added bonus when the tech gets home. It could be the difference between a Friday night dinner at a fast food restaurant and a special night out. And 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, an accurate roller inventory, and increased sales.

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 the 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.

Their reward for closing the sale is a \$20 incentive (or some amount you choose). This 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 goes down to the local hardware store and buys an operator and installs it (badly) himself.

Again, the customer wins, the tech wins, and your company wins.

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Call-Ahead Selling

The third tip is directed to your sales staff – it works like magic, yet is so simple. A potential customer calls your office and, after a pleasant sales conversation, a follow up is arranged for 11:00 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 11:00 a.m.

But here's the key. Phone the customer at 10:50 and advise them you are on your way and that you are looking forward to meeting with them to discuss their garage door needs. So often, when you arrive after making that call, the customer will be standing in their garage, awaiting your presentation. That short phone call is a pleasant, considerate gesture that gives the customer confidence in you and your company.

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