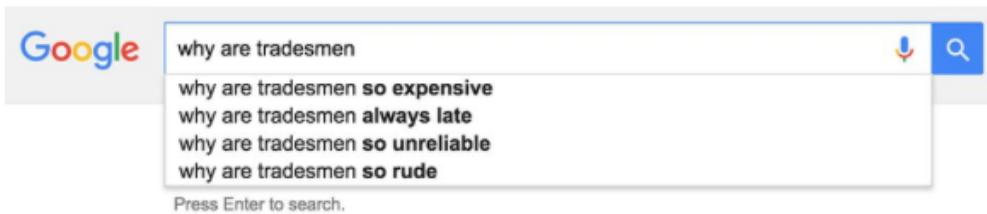


# 7 STEPS WORKSHOP SERIES

**TRAINED  
GROUP**  
LEARN TODAY EARN TOMORROW

## PROFITABLE SALE

For many Tradesmen we are often stereotyped as many things, "Never on time",  
"Bludgers", "Con artists"...



It gets boring right? Hearing the same thing, day in and day out. Well like us, it seems as though you want to change this perception. Well, you're in the right place!

7 Steps to a Profitable Service Call isn't just about making money, sure that part of it, but it's something much more. There are some key areas that most Tradies are missing, and therefore making it harder for the rest of us.

In this workshop, participants will become aware and skilled at the finer details that will get you the job and make you a healthy profit. At the end of this one-day workshop, participants will:

- ✓ Have a unified process for all staff to follow.
- ✓ Learn the skills to find customers true motivators.
- ✓ Minimises \$0 ticket sales and therefore good for PR.
- ✓ Increase profitability as technicians pick up extra tasks.
- ✓ Confidently handle objections.
- ✓ Know how and when to close the sale.
- ✓ Get repeat business by asking for referrals.

# 7 STEPS TO A PROFITABLE SALE

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## First Impressions

We run through how your appearance and your initial communication with the customer will set you up for the rest of the service.

## Gathering Information

Learn strategies to gathering information that will help identify the customers "hot button" and reveal their true wants and needs. Also how to carry out a pre-work inspection with confidence.



## Building an Option Sheet

Learn how to add multiple tasks to an option sheet and still make it easy for the customer to understand.



## Presenting the Option Sheet

Clear and simple way to present the options they have for their customers.



## Handling Objections

Learn the art of handling objections and will re frame the way they view objections, as a positive and natural part of the sales process.

## Closing the Sale

This session will explore effortless ways to close those sales.



## Testimonials & Referrals

Learn how to make the most of asking for a testimonial and referrals.

**Are YOU ready to change the industry?**

**Click here to Register**

Need more information? Call us on 02 83224849 or email us [learn@trainedgroup.com.au](mailto:learn@trainedgroup.com.au)

[www.trainedgroup.com.au](http://www.trainedgroup.com.au)