Mike Treas

The HVAC Sales Coach. Training, Motivating, Consulting. Training and consulting for all sales staff including comfort advisors, technicians, customer service representatives and management.

Mike has years of experience teaching comfort advisors how to close and technicians how to sell maintenance agreements and accessories. And, how to create leads for comfort advisors. Comfort advisors struggle selling better than basic systems. The key to getting customers to want to buy better is to educate them on how two-stage and multi-stage systems, along with the right accessories, will help them reach their goals. First, goals need to be set for the customer through questions and agreeing that those goals are needed. When we ask questions that create emotion where the homeowner believes they need the results discussed then they will listen to the solutions provided by better equipment. No matter the equipment they buy the goal for the comfort advisor is to secure the sale because the bottom line is that your company does the best install and if the homeowner has anyone else install their system they will get a lesser quality install resulting in higher utility bills, more repairs and a shorter life. Most educated buyers will want to do the right thing.