

## Trying To Compete – Using The Wrong Tools

Too many times over the years, my clients have described to me how they were attempting to solve a certain problem or achieve a certain goal, and then told me what tools or strategies they were using. Really people? Did you learn this strategy, or were you told to use these particular ‘tools’ but all you had in your toolbox was a hacksaw? Can you imagine the auto mechanic changing a muffler with only a screwdriver? How about a salesperson calling on a commercial client – saying the wrong things?



Should you use the tools you already have or use the most appropriate techniques? The answer seems obvious to me. The alternative is to keep spending \$40k, \$60k or even \$100k on the salesman’s efforts all the while they are either failing miserably or mediocre at best. If the salesperson isn’t using the latest, most advanced “tools” then the savvy competitors are going to run circles around you! Many “consultants” are still spewing out the same old ‘sales crap’ they have been teaching for 30 or 40 years! Don’t fall for this old, bogus strategy.

Too many organizations insist on using the wrong tool(s) because they’ve already paid for these tools, or maybe paid a consultant a lot of more for the wrong tools! It’s like borrowing money “hoping to get out of the hole at a poker game!” Even worse, is when they go buy a tool because it sounds cool but is totally impractical for the job or for you.



Most everyone in the restoration world knows that my area of expertise is teaching sales staff how to sell to commercial clients and get signed commitments for future work. Often, I encounter a “salesman” that feels they are above learning new techniques, or different ways to sell since they were good at their previous job... car sales, cell phone sales, or ‘stop, drop and roll’ agent marketing.

Also, too often, owners and managers hire a salesperson simply because they are outgoing, friendly, or worse; claim to have a huge following of property managers or plumbers. That rarely ever is true.

Sadly, when I try to help them, they fight and buck every suggestion even though they really don't know what they should be doing. When you tell the owner that their salesperson isn't going to make it, or is seriously hurting the business, the owner doesn't want to admit his mistake and keeps hoping the salesman will change. Often, keeping them employed for many months (or years) longer than they should employ them.

Recently, I suggested both the owner and the salesman learn a specific "elevator script" to use when calling on commercial prospects. It's a specific 'tool' for a specific selling situation. The owner was fine with it, but the salesman fought it, and said: "it doesn't feel natural to me..." In fact, using a new tool in your workshop, or even at your computer doesn't feel natural the first few times you use it.

There are good (and appropriate) tools for almost every situation or project. Using the wrong tools will almost surely result in poor results. No one professional carpenter would use a chainsaw to do inside trim work. You shouldn't use a bogus or inappropriate sales pitch when there are many far better scripts or strategies.

Do you know how to identify the right tool to eliminate your problems? Do you have the capability to use it? If the answer to either is no, then find someone who can help you. Otherwise, you'll be wasting time, energy, money and maybe a good tool that could be better used elsewhere.



Author: Dick Wagner, [AskDickWagner.com](http://AskDickWagner.com) // Co-Founder at [The CREST Network, LLC](http://TheCRESTNetwork.com)

Copyright 2019-2020 All Rights Reserved