

Joe Crisara Presents...

The



LOST

**SERVICE
CONTRACTOR Experience
Tech & Salesperson Edition**

Why most contracting service techs and salespeople work long hours to achieve modest financial rewards...

While others are chuckling as they build a fortune while making a six figure income...And how you can do the same!

SPECIAL NOTE: This is a very intense Report. It contains some of the strongest things I think I may have ever shared about becoming wealthy as a contractor. I can't ethically sit here and apologize if I offend you with anything I say in the next bunch of pages, because doing so would deny my belief in everything I've written. Read this report carefully. This **is IMPORTANT** material.



From the desk of Joe Crisara

Look around...

Most contractors, techs and sales people are freakin' suffering out there!

If not suffering, they're certainly not very happy with the way things are. How do I come to this conclusion? You and I see it every day in the contracting industry. It manifests itself in the massive amount of turnover we are all suffering through. Employees and owners certainly are not earning the money they daydreamed they would while going through trade school or when they first started their business.

What was once so filled with promise and opportunity is now filled with people who sometimes can barely pay their bills. How ridiculous is that?!

They dreamed of servicing their customer and leaving a legacy of excellence while earning enough to do better for their family than their father did for them.

But not now! Today, what's common is the sight of men and women who were once really excited about the idea of having success and the money and freedom they thought would come with it... instead, now... **stressed, overworked, frustrated, disappointed, underpaid, wondering what the heck they have to do to make things change.**

For most, things never will.

The LOST Contractor - Tech or Sales Person

For some, things will only very slightly. For a tiny few though, things are going to get so good they're going to think they died and woke up in a dream-state. Living the life they always imagined. Maybe even better than they imagined!

What's the difference between those who succeed and those who don't?

That's what the rest of this Report is all about...

In the next handful of pages you're going to find out what I completely, wholeheartedly believe to be the exact reasons why most will continue to suffer with "BUT" lives. You know I could have been more successful BUT... *(fill in the excuse here)* While others will clean up, always being "lucky," and make a lot of money.

Let's get three points straight before we get started:

1. It's important you understand that there's no hype or fluff anywhere in this Report. Please don't think I'm trying to get you to spend thousands of dollars or something on coaching or consulting with me. I'm not. I am however, in the rest of this Report, trying with everything I've got, to get you to understand exactly what's standing in your way of accomplishing all of your goals and financial dreams.
2. If you don't have an open mind and are simply looking for the answers you want to hear about how to make big money, this Report is definitely not for you. I chose to write this Report in a way I personally believed was the most appropriate considering the content. I didn't reword things for fear of hurting someone's feelings. I didn't leave out content because of the criticism I'll most likely get from some small minded contractors and vendors. And, I didn't rehash the same old sales material being passed off as original content by every so-called "contracting sales guru" out there. No! What you're about to read is my most up-to-date material on what it takes to be extraordinarily wealthy and successful as a tech or sales person in the new millennium.
3. Just in case this is the first time you're coming in contact with me or my teachings, I want to take a quick minute to tell you why you should pay very close attention to everything I have to say about creating a fabulous lifestyle in the contracting industry – with all the rewards you've always wanted.

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Up until just a few months ago I was a “behind-the-scenes” guy, quietly guiding some of the most successful contractors in existence on how to create their sales system in order to maximize their customers service and also to insure that they made money while doing so..

In fact, since “going public” I’m now often referred to as the “secret weapon” behind the creation of some of the most successful contractors in the United States. (See our testimonials at www.contractorselling.com)

I’ve quietly helped a small handful of contractors AND their techs and sales-people, take home more money in a 12-month period than most of them earned in the previous 36 months.

Today, all of these clients have easily increased their sales, profit and personal incomes to be in the top echelon of people in the industry today. Because I have emerged from a personal relationship from these clients and NOT from the mainstream “good old boy” contracting business network, you will RARELY see my name appearing in any of the industry magazines or trade journals, such as The News, PM Magazine or Contracting Business.

The point is: What I do is 180 degrees different from what you have seen before and in this report you’re going to get a peek into how my mind works when helping these people profit like they have never seen before.

So, now that we’ve got the pleasantries out of the way... what do you say we get down to business here? Agreed?

Good. Glad we’re on the same page.

Contractors Didn’t Anticipate The Change...

So, what the heck happened over the last 15 years or so within the industry that caused such a radical change and has created such a large challenge to us?

I mean... it’s not like the HVAC, plumbing, electrical and remodeling contracting business hasn’t changed. It has. Significantly. Sure, things like government oversight of contractors, more complicated equipment, higher fuel, material and insurance cost have hurt us financially, as did other unforeseen issues.



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But, none of those things are the real cause of the radically reduced incomes and other difficulty faced by contractors today.

How about the increase of other service contractors in your area?

Let's face it, today's employee may be tomorrow's competitor. I know one contractor who has over 25 former employees who are now competing for the same customers that he is.

That is a heck of a lot of contractors to put in business, right?

Has that hurt contractors financially?

I'm sure it has.

But is that the main cause of the average contractor's daily struggles?

No.

Is Competition Between Contractors Really Killing Them??

Understand, competition within the contracting industry is NOT a bad thing. Let me say that again... competition within the contracting industry is NOT a bad thing.

Competition is sometimes a very good thing. When there's a lot of competition the word about the common product or service usually gets and stays out in front of consumers significantly more than if there wasn't any competition.



With competition, the awareness of the need for the product or service within the target market is typically higher than when there isn't a lot of competition.

You see, competition isn't a bad thing.

But what IS a bad thing is COPYING of the competition. Doing the same thing and not separating yourself from others is the killer. That's right it's plain old...

NON-DIFFERENTIATION from one contractor to another... one business... to another... that's what's doing them in.

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And that's something you see all over within this industry.

Where do you think your competitors within a 5-mile radius of you learned what they know about selling their services?

From their old boss, (You or someone like you) or from your equipment manufacturer. Most will be using such similar strategies you'll barely be able to tell them apart from each other much less from your business.



The contractors are almost all using the same style pricing, service and selling strategy which is perpetrated by the equipment manufacturers or the people that they have sponsored to teach you, to the point where it is entirely hard to be different.

Today, looking at one contractor's marketing and sales efforts is like looking at another's. That's why you all sit around and bitch about the lowball competition to each other at all the contractors meetings and why by now you probably even stopped attending those sessions.

So the main problem then is that there's almost no difference between you and them in the eyes of your customer.

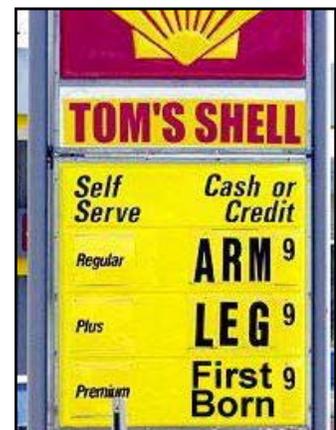
And, what's the outcome?

COMMODITIZATION.

Service Contracting And A Gallon

Of Regular 87 Octane Gas

Meaning... today, unless you do something proactive to prevent it from happening to you (which we'll talk about in a few minutes) selling your services the way your customer sees it is viewed the same way a gallon of gas or a can of tuna is viewed – it's all the same from contractor to contractor, so let me find the cheapest, closest, most convenient company to buy from.



Think about it... how many people would willingly go 5 miles out of the way to pay an extra \$1.00 per gallon of gas?

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Nobody.

Right.

Why?

Because it doesn't make any sense.

If a gallon of gas is a gallon of gas, and there's no difference, no additional benefit, no additional value, why would someone willingly pay more and drive further to get the same thing?

Why would someone be more loyal to one location than the other, if they don't perceive that they're getting any additional value or benefit from either location?

Again, they wouldn't.

The same holds true for service contracting.

If people view all the service contractors in your 5 mile radius the same way – that there's no difference between the care, the value, the benefits they're going to get from one contractor to the next - all of these services become a commodity in the eyes of consumers.

What's So Bad About The Commoditization Of Service Contracting Businesses??

Well, once you're viewed as a commodity, you're ability to set your fees is completely taken away from you. (Unless you do something to reverse it. Again, we'll talk about that later in this Report.)

As a commodity, your value is determined by the market and what consumers can get the your product or service for elsewhere.

Again, to go back to our gas example...

If there are 22 other gas stations in a 5-mile radius around you, and you're selling the same thing they are, without any additional value or benefits to consumers, and everyone else is selling a gallon of regular gas for \$2.00, what are the odds of

you charging and getting \$3.00?

Zero!

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Same with your services and your products.

Sadly, for some contractors they've allowed themselves to become a commodity in the eyes of consumers for the simple fact that their 'me-too' sales routine makes them look the same as the competition.

In essence, the average contractor has allowed themselves to get turned into a commodity as they've carelessly followed the herd of other contractors in how they promote and market their services.

They've done nothing to differentiate what they're offering people compared to what every other contractor in their area is offering the same people. So, as the number of contractors in their town increased, they simply perpetuated their commoditization as they continued to do the same thing every other contractor has done to sell their service.

But, That's Not Even The Really Sad Part. This Is...

For most contractors the reason they're now viewed as a commodity in their marketplace, and now struggle to sell even the most basic repairs and installations at a fair price, is because they really ARE a commodity.

In other words, not only have they allowed their marketing to give off the perception of sameness, what they're offering and doing for clients in terms of pricing, services, products, experience, value, and benefits really IS the same as everyone else.

Simply, the average tech and sales person in the contracting industry IS doing the same thing, offering the same thing, and being the same thing, as all the others in their area.

And, amazingly, they wonder why they're struggling to get customers, grow a successful business, and earn big time money.

Fact of the matter is this:

Why the heck should the average contractor expect to experience tremendous financial success in an overcrowded profession and marketplace, with the same type of sales routine, the same type of service being offered, the same benefits being promoted, the same type of customer service experience, and with nothing to really distinguish them from every other contractor in their area?

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Why???

If you get nothing else from this Report, please get this...

THEY SHOULDN'T because they are selling a SERVICE not a commodity!!!!

The Service Contracting Herd Stays Frustrated

While You Become Wealthy???

Always remember, if you follow the herd, you get what the herd gets.

It probably doesn't make sense to you to think while others follow the herd and they get crap for results, you do it differently and become a success.

Yet, most contractors do just that, and then wonder why they're not getting the new customers, referrals, growth, and financial rewards they hoped for.

But, most don't ever consider that.

They just put their heads down and go full-steam ahead as if something is miraculously going to change for them. They just continue to follow the herd, thinking that for some reason they're going to magically beat out a



majority of the other contractors... for some reason.

9 out of 10 times it never happens. You know that.

That's why most in the contracting industry will continue to suffer and struggle. They feel uncomfortable leading the pack and NOT following.

Because the profession will continue to get more and more crowded, and the average contractor will continue to follow the herd – playing it safe in their eyes by doing what everyone else is doing – hence, furthering their own “commodity positioning”, and getting the rewards a commodity deserves.

And thus the lesson is learned. It is harder to step out of your current comfort zone and be different, than it is to try a new way that the others are afraid to follow. Because if you did it would mean leaving all of your buddies that you currently commiserate with together behind in the dust.

The road to success has rewards but some will not see the promised land.

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The next category of contractors I mentioned earlier– the ones who will experience slight changes and improvements in 2007 and into the future --- are different from the first category we just talked about.

This next category of contractors is filled with people that are constantly trying **new sales methods that allow them to present their services in a way that truly differentiates their business** in an attempt to achieve the career of their dreams.

Why Are These People Only Going To Experience Very Slight Improvements, If Any, In Their Results In The Coming Year??

Because of who they're listening to and what they're doing.

Let me explain what I mean by giving you an analogy:

Let's suppose for a second that it's the 1920's and you're the creator of the first and only automobile. There's nobody else selling gas propelled automobiles. Just you.

How hard do you think it would be for you to sell your cars?

Pretty darn easy, right?

I'd say it'd never be any easier than at that very moment.

As the only one offering consumers that type of transportation your marketing and promotion plan could probably be rather simplistic.

Now, fast forward to 2006.

How well do you think your company would do today, with the quantity and quality of automobile manufacturers that exist now, if you were using the same promotional and marketing methods you were using in the 1920's and 30's when you were the only automobile manufacturer in existence?

You'd be lucky to sell a single car.

And, you'd be out of business and extinct practically overnight.

Why?

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It's obvious... because you can't sell a product or service when you have no or very few competitors as you would when you have tons and tons of competitors on every corner.

You'll get clobbered.

Yet, that what's most contractors are trying to do today.

Are You Attempting This In Your Sales Methods?

Most contractors are using the same old, tired sales strategies that were being used 5, 10, and even 15 years ago – a time when the landscape of the this industry looked very different.

Sadly, a lot of these people are being misguided by so-called “contracting sales training gurus” who are simply regurgitating something they learned from another “guru.”

The end result is that the “cutting edge” system selling information customers are being exposed to is either old stuff simply repackaged to look new, or is something already over-saturated in the market (again, if used, leading to more ‘me-too’ commoditization).

But, the many “gurus” and the out-dated ‘1920’s’ tactics most are pushing isn't even the really bad thing.

It's the complete absence of strategic planning being taught to these folks.

In other words, the real problem is that there's absolutely no thought-out, well-planned, strategy to sell your services in a way that is completely different and successful.

Sadly, most of the gurus are only teaching tactics, and therefore most now have a tactical mindset.

Let me explain what I mean.

Hang with me here, this is important...



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Selling Tactics vs. Selling Strategy

Do YOU Know The Difference?

You see, what most are being taught and trying to implement into their routine are simply sales tactics. Again, most outdated and ineffective in today's environment.

But, even effective tactics without a an overall strategy could wind up rendering something very different from what you want.

For instance, suppose you're more concerned about lifestyle than you are about making millions. And suppose you're motivated by the idea of working 40 hours a week, that's it.

Does it make sense to build a selling system that takes you hours to visit with customers, then make up a grand presentation only to spend hours more trying to hammer home a closed sale?

No. And, that's a NO even if the above tactic works to sell jobs.

Why?

Because even though it's an effective tactic, it's not a tactic that's in line with your overall strategy of working 40 hours per week.

Does This Make Sense To You??

Again, without a clear and crisp strategy and vision you're simply trying to throw enough stuff at the wall and hoping something sticks.

The reverse of this, of course, is to have a clear vision of what you want to create with your career and lifestyle. Then create a selling strategy only composed of effective differentiating selling techniques that further the strategy and vision. Anything that doesn't further the strategy, doesn't get included in your efforts.

Again, for most, this is completely foreign. Most not only don't have a vision or strategy, but most are willing and do try almost anything to sell their service without any thought or consideration to how the tactics are going to effect the bigger 'positioning' picture.

This is what I meant by tactical mindset, and not a strategic mindset.

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What The Average Contractor Will Never Have...

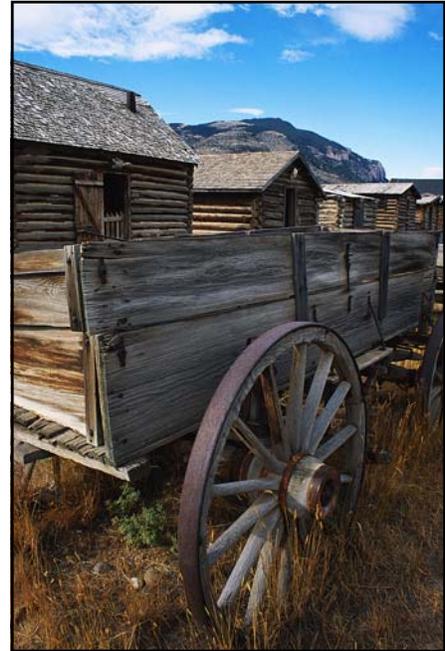
Sadly, this tactical mindset not only leads to a “wild west” approach to selling their services to their customers.

It also holds the average person back from ever having a real career. Yeah... I said it... the average person in the contracting industry doesn't, and never will, have a real career. So, you might be wondering, if the average person doesn't have a real career, what do they have?

A job, that's what.

Anytime you are doing work that does not align with the bigger picture view that you have for yourself. Work that you CANNOT see yourself doing far into the future for years and years, is not a career. IT IS A JOB!

And this will lead to frustration and burnout.



What Does A True Sales Success Look Like?

True success is having a profession that you can be proud to say that you do. It is having fun each and every day you go in to the office or to your customer. Why is it so much fun? Because each and every day of a successful person's life is going by knowing that they are getting closer and closer to their dream of living the life they have always imagined. Is that how you feel tight now? Closer to success, or are you closer to changing careers?

God forbid, if something happened to you and you got hurt and couldn't work for 3 months?

What would happen to your job?

What would happen to your income?

What would happen to your family?

You see, when you a success – financially secure because you have accumulated great wealth – you never have to worry about that.

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So, what do the extremely successful, current and future millionaire-techs and sales people know about selling that the herd of others don't know?

That's the million-dollar question.

What The Most Successful Contractors

Know About Selling Their Services That You Don't!

Let me give you, right here and now, the top five things they know and do that most haven't got a clue about...



First, the current and future super-wealthy techs, sales people and contractors know how to differentiate themselves from the "normal" competitor.

They understand this one principle. If every else is doing something, that they must STOP doing this immediately or risk becoming just like everyone else.

In other words, they're myopically focused on ensuring their practices never become viewed as a commodity, and instead are positioned as a totally unique and different service, experience, set of benefits, compared to all the others in their area.

These people understand that at the core of competing successfully in this insanely overcrowded profession is the idea of NOT competing at all.

In other words, by positioning their services as something different and unique from everything else being offered out there, both in their strategy, diagnosis, presentation and acquiring new customers and in the actual experience they deliver to clients, they're able to avoid having to compete in the bloody war that exists for the average contractor.

And, through this practice differentiation and positioning, they're not limited by what they can charge since they're not compared to other contractors, and their customer retention rates are sky-high, since what they offer can't be experienced anywhere else.

Understand that being different and unique is not comfortable because NO ONE else is doing it. Yep, it can feel downright lonely at the top. For many this feeling is what sabotages their success plan as clear as it is. Do you have what it takes? We'll see.

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Understand that being different and unique is not comfortable because NO ONE else is doing it. Yep, it can feel downright lonely at the top. For many this feeling is what sabotages their success plan as clear as it is.



Second, they have learned to expect success. Because these highly successful few in the contracting business have now learned that the correct strategy can lead to a close rate that is double that of the average contractor and the average invoice can be triple or even quintuple the standard price of others, they expect to be rewarded with the job.

Since nobody has offered the customer what they offer, jobs are magnetically pushed to their direction at alarmingly fast speed. What was taking 3 hours or more to close can now be done in 45 minutes to an hour.

While the average contractor gets turned down or gets a "think it over" on 60% of their quotes, this highly successful person hears the word no only about 20% to 25% of the time AND gets a lot more on the calls that are indeed a yes.

While others are struggling to reach even \$500 on a repair or \$3,500 on an installation, the successful, wealthy model can see service calls average over \$1,500 per call and installs average over \$10,000 at a 75% close rate!

No wonder they expect to succeed. They HAVE!

III Third, is the fact that these successful few have stopped lying to themselves about what is really going on with their sale. That's right, they live in a state of reality not fantasy.

When the customer is not telling them everything, they keep digging until they find out everything. When the customer tells them that they have to talk it over with their spouse, this sales person unflinchingly hangs in there and helps them "think it over."

When the sale is not going anywhere, they tell the customer and their boss this fact and do not bury it. They are disarmingly honest and have HIGH credibility with both their customer and their boss.

In many cases this person FIRES the customer for not being "qualified" to do business with their company saving him and the customer the precious time to find someone who would be a fit for each other.

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Fourth, they are always defaulting to offering their customer the finest service available in the world. Most others in the contracting industry sell equipment and parts that are supported with service. Our person rarely mentions the materials or parts and almost exclusively talks about what he and his company will DO.

That's right, the highly successful professional emphasizes their services and just includes whatever parts are needed to get the job done. This is why our method will probably NEVER be embraced by manufacturers because even though ironically their best equipment will be sold and lot's of it, the presentation that is made will never reveal the brand name.

The brand that our system sells is YOU. You are the reason that your service or installation will be different from the rest.



Fifth, is that our system changes the selling environment to be different than the one the other companies compete in. Through proper questioning and prequalification, the successful professional will arrive at the customers home or business at the time that is best to produce a result.

Contracting companies pay to have leads come in and the timing which you perform your presentation is crucial.

The wealthy professional is sure to present when the decision that will be made will result in a functional ending. This is the first service that they provide to the customer. A functional sales process where all others are dysfunctional.

This saves everyone time and effort and allows the salesperson or tech to get out of the customer's way and allows them to make a good decision. A decision in which most of the time means that you the functional professional will get the job at YOUR price.

Is This What YOUR Sales System Looks Like?

Without these elements of success, you're still trying to sell the 1920's way. In essence you're going into a war in 2006 with spears, swords, and slingshots. Not good. And there you have it... a taste of what the Hyper-successful contracting sales professionals know and do that the average ones don't.

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I want you to understand something critical to your success. No, scratch that... something critical to your existence as a tech, sales person, contractor and the provider of your family...

If you're truly serious... TRULY SERIOUS... about creating success and real true wealth for you and your family, you need to take action and change right NOW!

It's Gut Check Time Right Here And Now!!!

Here's Where We Separate The Men From The Boys & Women From The Girls.

What's It Going To Be???

You have already tried to follow the herd. You have already tried waiting for success to come. Instead, now you've got to step up and be the successful person you're supposed to be. You've got to uniquely position you and your company to differentiate what you do from everybody out there.

You've got to ensure you no longer are viewed as a commodity and are instead viewed as an exciting, entertaining, and unique offering of benefits and value.

You've got to become an all-star that can deliver on the core competencies necessary to give you a competitive advantage over all the others in your area. You've got to create quantum leap results far better than anybody in your company has seen that will give you the lifestyle you want, through the systemization of all your critical selling systems, including:

- Generating referrals on each call you go on

- Relationship building with your customers, co-workers and others

- Generating the highest revenue in your company and in your area

- Creating interest and curiosity that will make your buyer take action

- Shorten and define the sales cycle to meet use of your personal time

- Creating value that customers and even you don't see right now

- Completely differentiating your services from the average contractor

And, the great news is that you can do all of this with just a few changes in

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the words that you say right now and with less effort. You will exploit the laws of persuasion to work in your favor.

Thereby giving yourself an unfair advantage over others and instantly differentiate your services from all the others stuck in the dark ages.

If you can do these things, as others have done and are doing now, the future will be an exciting and financially rewarding one for you.

What's the way to take a step in the right direction?

It's easy, just walk this way and don't be afraid to act now. The only regret is if you join us too late or not at all.

Here are your choices to take action right now:

1. Call us up and get some FREE advice on what you can do now to make more on the next opportunity you are going on tomorrow. Our toll free phone number is 877-764-6304. Ask for Joe. I promise to give you something OVER THE PHONE that you are not doing right now that will result in more revenue so that you can afford some of our other services in the future.
2. Join www.contractorselling.com after you have applied some of the things that will make you more money so that you can learn more of these methods and strategies daily. You will hear others that have succeeded at what you do. Remember, success leaves clues and you will find them here. All for as little as \$24 per month.
3. Join us at a one-day mini-immersion sales summit so that you can learn one on one the newest strategies and methods to help you succeed. At the one day summit you will see first hand the outline of the system so that you can be inspired to go back to work and take action.
4. Come to a one-week Total Immersion summit and 4 weeks of after coaching, This is by far the most comprehensive program on the planet. The relationship that you, the other students and I develop over the 5 weeks of this training is about as fool proof as you can get to implementing your new success plan.

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Call me at your earliest convenience. The only person holding you back right now is you. Release the brakes and call now. 877-764-6304

With warm regards,

Joe Crisara

P.S. If you're wondering why I named this Report "The Lost Service Contractor Experience", let me explain...

Have you ever watched the television show Lost?

If not, then you wouldn't understand this title.

Well, the gist of the show is that there are survivors of a plane crash stuck on some crazy island with all these bizarre things that happen all around them.

Not only are they stuck on the island, with no way to get off, but they're totally at the mercy of their environment and are forced to simply react to every crazy occurrence.

For the average person who doesn't understand or use what I explained in this Report, they're just like the people on Lost.

They're stuck on this island of contracting business sales struggles, with no idea of how to get off, a slim chance of ever making it off, and at the mercy of the marketplace and the contracting industry.

What a terrible spot to be in!

We're going to change all that for you after you call me.

Joe Crisara

Call Toll Free 877-764-6304

www.contractorselling.com