

The Three Basic Sales Skills You NEED! Do You Diagnose By Jim Mathis, The Reinvention Pro

“Sales are contingent upon the attitude of the salesman - not the attitude of the prospect.” -Clement Stone

What’s Your Problem? I love when someone says during a sales workshop, “I’m in the problem-solving business.” “Great,” I answer. “I was diagnosed with cancer several years ago. Solve that!”

I actually was diagnosed with cancer but thankfully, I am now cancer-free. No help from a sales account executive, though. Most sales people think sales are all about solving people’s problems. They don’t realize that most people can and must solve their own problems. Great sales people assist them in the process.

For instance, your hot water heater is broken. You can’t take hot showers/baths or wash clothes and dishes. Do you need a sales person to tell you what to do? Do you know the difference in BTUs, electricity and gas heaters, tankless heaters, etc.? Most of us don’t, but we can find the answers online. But to actually obtain a local hot water heater that does what we need and have it installed takes a resource that most people don’t have access to on their own. It takes a great sales person who can assess needs and deliver competent and affordable results.

There are Three Skills you need in sales that you can’t do without, but many account executives try to skirt them... and they fail. You will also fail if you don’t practice all three skills.

1. Make calls. I have taught sales training for over 15 years. No matter how much I train people, they still want to avoid making calls. I even challenged a group of speakers to follow my sales script for 90 days and then call me if they had any questions. My stipulation was they had to make 15 calls per day. After 90 days NO ONE had done what I asked. Why? They wanted an easy way out. They tried some quick way to get out of making calls and be successful.

You can’t be successful in sales without making calls.

This is a non-negotiable. You will always have to make calls. When Honda Accords were the biggest selling car, many salesmen said that all they had to do was take orders. Two years later, most were out of their car businesses. They hadn’t planned on the day when they would have to make new sales calls.

There was one year that I was so busy on the road I made fewer calls. The following year was my worst year. I hadn’t made the calling a priority the previous year and I paid a hefty price for it.

Zig Ziglar said, “Timid salesmen have skinny kids.” If you don’t make the calls, you will starve both yourself and those who depend on you. In an online Motor Trade Insider article about how everyone in the dealership suffers when sales people are

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**Many Thanks
To All
The Sponsors
Of The
Summer
Convention**

At

**Reunion Resort
& Golf Club**

Kissimmee, FL

For A Listing

See Page 4



**Mechanical Member:
C. J. C OMPTON PLUMBING & HEATING, INC.**

C J Compton Plumbing and Heating, Inc. was founded in 1972 by C J Compton. Through hard work, dedication to the trade, quality of work and fairness to his customers, Mr. Compton grew his company. Being a man with a vision, CJ involved his two sons, Michael and Mark, his daughter Cindy and grandsons, Kevin and Dustin teaching them the value of the trade and the importance of conducting business with honesty and fairness.

Currently, C J Compton Plumbing and Heating, Inc. employs about 40 individuals. We value our employees and their contribution to the success of our company.

C J Compton Plumbing and Heating, Inc. is a diverse company with licensure for Mechanical including Plumbing, Process Piping, Air Conditioning, Heating and General including Boiler and Water Lines. This trade diversity is an opportunity for growth and being an exemplary company for the trade.

In memory of CJ Compton
December 21, 1928 – April 19, 2012

C J Compton Plumbing & Heating, Inc.
Since 1972

C J Compton Plumbing, Inc.
7606 Prince Street, Spartanburg, SC 29303
864-503-0337 Fax: 864-503-9610
Mechanical Contractors # M 1018
Plumbing – Process Piping – AC
General Contractors # G 114771
Water Lines
www.cjcomptonplumbing.com

AUGUST BIRTHDAYS

Richard G. "Jerry" Tuck	8/1	Tuck & Howell	
Guy Hancock	8/2	H. R. Allen, Inc.	
Tonja Ivey	8/2	Computer Design Consulting Ser.	
Joe Richardson	8/2	Atlantic Electric Company	
Cole Granger	8/10	Walkup Electrical Construction	
Billy Kelly	8/10	H. R. Allen, Inc.	
Bob Hill	8/13	Honorary Life Member	
Jim Maguire	8/13	Mayer Electric Supply	
Missy Hunter	8/17	Ferguson Enterprises	Wife of Michael
Buz Teas	8/18	Smith & Stevenson, Inc.	
Jay Adams	8/20	Feyen Zylstra Corp.	
Allen Goff	8/21	SIFCO Mechanical, Inc.	
Jim Haynes	8/21	Faulkner, Haynes & Associates	
Miriam Allen	8/22	H. R. Allen, Inc.	Wife of Roddy
Raymond DeAntonio	8/22	Honorary Life Member	
Edward Gibbs	8/22	Bear Mechanical Services, Inc.	
Jimmy Shealy	8/23	Honorary Life Member	
Bob Duke	8/27	Honorary Life Member	

Happy Birthday Members!

*We Would Like To Announce Yours. If you would like to be listed,
please call the Birthday Hotline at 803-772-7834 or Email to mflowers@mcasc.com*

“Tool Box Talks” - Safety Tip

Using Ariel Lifts

The major causes of injuries and fatalities involving aerial lifts are falls, electrocutions, and collapses or tip-overs. Aerial devices include boom-supported aerial platforms, such as cherry pickers or bucket trucks, aerial ladders and vertical towers (OSHA regulates scissor lifts as mobile scaffolds, not as aerial devices). Safe work practices for aerial lifts include:

- Ensure that workers who operate aerial lifts are properly trained in the safe use of the equipment. Test the controls and inspect the aerial lift before use each day. Make sure that all controls are clearly marked as to their function.
- Never override hydraulic, mechanical or electrical safety devices. Maintain and operate aerial lifts according to the manufacturer's instructions. Always stand firmly on the basket floor. Do not sit or climb on the edge or rails of the basket. Never use planks, boxes or other items inside the basket to extend your reach.
- Ensure that all wheels of an elevated lift are on a solid base. Use outriggers, if provided. Set the brakes and use wheel chocks when on an incline. Do not exceed the load limits of the equipment. Allow for the combined weight of the worker(s), tools and materials
- De-energize and lockout/tagout aerial lifts before performing any maintenance or repairs.

Working near Power Lines

Maintain a minimum clearance of at least 10 feet away from the nearest overhead line. In addition, any conductive object that can be contacted must be maintained at least 10 feet from overhead lines. Conductive objects could be wires, transformers, ducts, pipes or other equipment. Always treat overhead lines as energized, even if they are down or appear to be insulated. (Qualified power line and communications workers and qualified line-clearance tree trimmers are trained to work closer than 10 feet to a power line. See OSHA’s Tree Trimming Fact Sheet and Quick Card.) Never lose awareness of the overhead hazard.

Struck-by, Crushed-by, or Caught-in Hazards

Establish and clearly mark a danger zone around the aerial lift support vehicle. Never move the equipment with workers in the elevated platform unless the equipment has been specifically designed for this type of operation. Do not allow workers to position themselves between overhead hazards, such as joists and beams, and the rails of the basket. If the basket moves, the worker(s) could become trapped and crushed between the rails and the overhead object.

Fall Protection

Do not allow workers to belt off to an adjacent pole, structure or equipment while working from an aerial lift. Use a body harness or positioning device with a lanyard attached to the boom or basket to prevent the worker from being ejected or pulled from the basket.

This is one in a series of informational fact sheets highlighting OSHA programs, policies or standards. It does not impose any new compliance requirements. For a comprehensive list of compliance requirements of OSHA standards or regulations, refer to Title 29 of the Code of Federal Regulations. This information will be made available to sensory impaired individuals upon request. The voice phone is (202) 693-1999; teletypewriter (TTY) number: (877) 889-5627.

U.S. Department of Labor www.osha.gov (800) 321-OSHA

Condolences

Mrs. Rhonda Baker & Family
Southern Atlantic Mechanical Company, Columbia
On the loss of her aunt
Virginia Cliatt Davis

Mr. Stan Harbourt & Family
H. R. Allen, Inc., Charleston
On the loss of his wife
Sandra Elaine Riley Harbourt

Welcome New Members

Piedmont **Chris McDonald**
MedGas Tech, Inc.
Charlotte, NC

Coastal: **Sam Dorsett**
Stanley Black & Decker, Inc. (DeWalt)
Mt. Pleasant

Update Your Outlook

Let us know if we need to update your Outlook
or if you know someone who does!

Upcoming Events



12th Annual Pee Dee Blast
Sporting Clays Event
Friday, September 20, 2019
Back Woods Quail Club, Georgetown

Anniversaries

Mr. & Mrs. Jimmy Gatch - 8/21
Mr. & Mrs. Chris Cullum - 8/22
Mr. & Mrs. Calvin Meetze - 8/26

Up, Up & Away ... Let's Laugh, Learn & Play!

MCASC 176th Semi-Annual Convention – August 1-4, 2019

Reunion Resort and Golf Club, Kissimmee, FL

Many Thanks To The Following Companies For Their Generous Support

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apathetic, the writer said, “You may find this hard to believe but sales staff will pick up the phone or avoid eye contact in order that they don’t have to engage with a customer for fear that it might be a waste of time. These types of people are commonly known as “sales prevention officers” and the trade is literally littered with them at the moment.”

It is amazing that account executives think they can be successful without doing the work. Much worse, they believe that only a small amount of sales people actually do the work; but think they will still benefit whether they do it or not. Nothing could be farther than the truth.

Your lack of sales is a direct result of your lack of making constant contacts. Start making calls... and then make more calls.

2. Ask Questions. The process of asking great questions is the “meat” of all sales – not providing answers. How will you know what customers want if you don’t ask questions? A friend of mine calls this process “Qualifying.” He teaches his staff to qualify customers to see what they want. You do this through asking the prospective customer questions.

I like to think of this process as “diagnosing the problem.” Remember when I said I was diagnosed with cancer several years ago? The diagnosis didn’t occur in one doctor’s visit and it didn’t happen overnight.

For years I had tests that showed certain signs and fluid levels elevating. I had biopsies, x-rays and referrals to several physicians. Finally, I was told that I had cancer. The doctor gave me several choices for treatment. One was to do nothing and hope it would go away. One was to take chemo-therapy tablets. Another was to have radiation. I was also offered surgery that would pinpoint the cancer and remove it from my body. I opted for the surgery. I am cancer free for 7 years!

The point is that the decision was mine, but the doctor diagnosed me to give us both a better understanding of the situation and how to remedy it. I am so glad he did that rather than throw the chemo pills at me or start radiation. I am also glad he did the tests and biopsies ... or I would have never known I had the problem.

How well do you ask questions of your prospects? Do you let them dominate the conversation, or do you take charge asking questions?

Don’t let the customer ask all the questions.

You don’t want the sales presentation to become an interview and people don’t buy from “interviewees” that often.

Next sales presentation, ask yourself, “Who is in charge of the conversation; the person asking the questions, or the one answering them?” You need to take charge of the conversation or the prospect will talk themselves out of the sale.

3. Shut up. More sales are lost because the seller didn’t listen to the buyer and lost the sale. Listening skills are the key to selling and selling MORE to customers. Hear what the customer says about their need, problem or desire. Get to know them and what they like. Listen for tips and triggers they will use in conversation that reveal their buying style.

Some buyers purchase out of necessity. Some buy out of status and a need to fit in with others. Some buy only the basics and nothing more. Others buy based on statistics and details. If you listen for these cues, you will know how they communicate and how to respond or ask the next question.

“A smart salesperson listens to emotions, not facts.”

-Unknown

Great sales people do their best to take the focus off the price. They know that price is a tactic many people use to get a better “deal.”

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Value is what sells to most people.

If you allow the buyer to focus on price, you have already lost the discussion – and the sale. Value is the determining factor in what sells and what doesn't. When buyers perceive value, they will respond with more business ... and will invest in you for years to come.

How else can you explain the dominance of Apple iPhones in the market over the past 11 years when Palm, Motorola, Ericsson and Handspring quit? How can you explain the success of mega stores like Cabelas and Bass Pro Shops, when Sports Authority and Oshmans once dominated the sporting goods market?

4. BONUS Shut Up. Sellers need to be quiet after quoting prices. Don't be so fast to quote a price, just because the person asked for it. After you have "sold" the buyer on the value of your product or service, THEN you quote the price ... and after you do, say NOTHING.

The next person who talks is willing to lose something.

Remember watching any Western movie that had a gunslinger? It's like the gunfight scene: the person who flinched is the one who got shot by their opponent. Buyers always want a deal and they will pick up on your willingness to discount or come off the price if you speak a word after you quote the price.

You will be as successful in sales as you are in mastering these three skills. Skip one and skip out on most sales opportunities. Rehearse and practice them with friends or associates. Try them out on small sales that don't matter that much to you. Then build up to where you are a master seller of calling, asking and listening.

Then go get 'em!

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Thanks For The Memories

I would like to take a moment to let everyone know that after 12 and a half years I have decided to retire early. I have enjoyed the many years I have spent with the Mechanical Contractors Association of South Carolina and getting to know so many of you and your families, either in person, by photos or on the phone. Please know that all of you and the Association will remain in my heart and memory forever.

Anna Chaney
Administrative Assistant



Associate Member: REPSOUTH

RepSouth is a leading sales and marketing agency and has been in business over 55 years. During this time, we have developed our focus in serving three markets: commercial construction, water heating solutions, and high end kitchen & bath.

Our mission statement asks each employee to make RepSouth a “company of excellence”. Our goal is to represent top manufacturers in each category and we have partnered with some of these fine companies our entire 55 years. We also believe people choose to do business with other people. This drives us to be involved in our industry as well as our community.

RepSouth has been a member of the Mechanical Contractors Association of SC since 1978, seldom missing an annual convention. We sell the contractors of South Carolina through the plumbing wholesale distributors. We work with, call on, and train the contractors of South Carolina regularly. We also work and train engineers, architects, and end users to promote the best products for the best applications.

RepSouth serves South and North Carolina, operating two sales office / warehouse locations: Charlotte and Raleigh, NC. We also have additional sales office locations in Mt Pleasant, SC, Greenville, NC, Mt. Airy, NC, and Wilmington, NC. RepSouth employees 35 people committed to following the sale through the entire process.

RepSouth warehouses over 3500 products for same or next day shipments to serve the mechanical contractor, whether it is a Jay R. Smith drain for a next day pour, an AO Smith or State water heater part for an emergency need, an Elkay sink for a last minute change order, or a piece of terrazzo for a commercial project.

Our Charlotte, NC office is our main hub for the plumbing and mechanical contractors of South Carolina. We are located one mile from the state line at 220 Olympic Street, Charlotte, NC 28273. Our office is staffed Monday thru Friday from 6:30 am until 6 pm. We have weekend and evening contacts for water heater parts and other emergency items.

Visit us at www.repsouth.com to learn more about our great lines or to find individual contact information for each of us. Commercial job quotes and list price sheets are also available for download.

We look forward to working with you to serve your plumbing needs.

RepSouth

CHARLOTTE OFFICE

220 OLYMPIC STREET, CHARLOTTE, NC 28273
OFFICE: (704) 525.3043
FAX: (704) 525.8169
MARKETING@REPSOUTH.COM

RALEIGH OFFICE

5508 COMMERCIAL AVE. RALEIGH, NC 27612
OFFICE: (919) 695.4969
FAX: (919) 420.7860
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www.repsouth.com

**Congratulations to our next Associate & Mechanical Members who will be highlighted in the upcoming issue of “The Tool Box”:
Mayer Electric Supply, Charleston - Associate Member
Control Management, Columbia - Mechanical Member**

SEPTEMBER 2019 MONTHLY AREA MEETINGS

MIDLANDS AREA

Thursday, September 5, 2019 @ 6:00 PM
Location: 1222 Bluff Road, Columbia
Sponsored By: Murray Supply Company

**Topic: TBA
Speaker: TBA**

PEE DEE AREA

Friday, September 20, 2019 @ 9:30 AM to 5:30 PM
Location: Back Woods Quail Club, 647 Hemingway Lane,
Georgetown
Sponsored By: Pee Dee Area

**12th ANNUAL PEE DEE BLAST
SPORTING CLAYS EVENT**

PIEDMONT AREA

Tuesday, September 17, 2019 @ 6:00 PM
Location: 412 Fairforest Way, Greenville
Sponsored By: Trane U. S., Inc.

**Topic: TBA
Speaker: TBA**

COASTAL AREA

Tuesday, September 24, 2019 @ 6:00 PM
Location: 4801-A Rivers Avenue, North Charleston
Sponsored by: Capital Electric Supply

**Topic: TBA
Speaker: TBA**



P.O. Box 384, 29202
1504 Morninghill Drive
Columbia, SC 29210
Phone: (803) 772-7834
Fax: (803) 731-0390
E-mail: mflowers@mcasc.com
www.mcasc.com

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**Mechanicals make it happen -
Be part of the best!**

MCASC Vision Statement

The Mechanical Contractors Association of South Carolina (MCASC) will be the leading construction association in South Carolina for specialty contractors and suppliers in the electrical, mechanical (HVAC), and plumbing fields by serving its membership, the industry, and the Community in a vibrant and harmonious fashion.

MCASC Mission Statement

The Mechanical Contractors Association of South Carolina (MCASC) will provide its membership with:

- current business/technical information and support
 - a proactive political/legislative agenda
- a joint industry collaboration to improve relative business practices
- an ongoing effort to offer training opportunities for both professional and craft personnel
 - educational scholarships for deserving students
- the development of industry related career opportunities

The Association's objective for this mission is to enhance the future of the Construction Industry in South Carolina.