

The place for maintenance professionals.



Salespeople selling vs. PMEs collaborating
The advanced maintenance professional and service.
<https://pmeem.com>

SUMMARY

You are already a maintenance salesperson, maybe quite successful. You have maintenance sales experience, strategies you have learned over the years for acquiring maintenance. You are comfortable with what you know now. You have sold with it, earned a living with it. **So why would you change?**

Only if there was a much more advanced and effective maintenance process and strategy. One that educates clients to be better buyers. One that better attains customer requirements. One that earns you more. That's why you might change.

We, SmartHVAC, support HVAC maintenance salespeople in developing into new and more capable maintenance professionals. We develop them into *Professional Maintenance Engineers* (PMEs). We arm them with a proprietary process/strategy for better serving and earning clients, giving clients full control over maintenance, therefore securing more maintenance. It is called *Engineered Maintenance* (EM). And they utilize a powerful client planning software, called *ePlan*. All together, they earn and secure much higher sales.

FOUR COMPARISONS

Here are just a handful of comparisons concerning **Salespeople selling vs. PMEs collaborating**

COMPARISON 1:

Salespeople selling is a title and the function of selling primarily through traditional selling skills and primarily on personal relationships, and less by truly working with and serving clients' interests.

PMEs with EM are terms to describe a client-serving professional with an active rational and authentic relationship with their clients. They secure maintenance by educating clients to be better buyers.

COMPARISON 2:

Salespeople selling is the person/process of convincing clients on points important to the salesperson, typically no different than their competitors, and expediting proposals to clients.

PMEs with EM is the person/process of actively working with customers to discuss and discover the clients' technical and financial challenges, educating them, and offering buyable solutions.

COMPARISON 3:

Salespeople selling sells maintenance with low input from clients and technicians. They do not educate clients on how to buy maintenance, and this keeps them from being able to discern better maintenance.

PMEs with EM involves clients, in Information Exchanges and Previews before they buy, to discover how EM results in better maintenance per dollar spent. PMEs involve techs and clients before the sale, and after.

COMPARISON 4:

Salespeople selling closes business at an average close rate of 30%. Why? They do not do the above.

PMEs with EM closes business at an average close rate of 60%. Why? They develop client partners.



PMEs with EM are truly more capable, successful professionals.

To discover more on **PMEs with EM** – email us at info@smarthvac.solutions

<https://pmeem.com>