



Brad Smith Piano Services
 483 Donald Street
 Bedford, NH 03110
 800-964-TUNE (8863)
 603-494-4147
brad@smithpiano.com
www.smithpiano.com/salesfundamentals.htm

24/7 Online Appointment Scheduling
 Concert Tuning & Servicing
 Appraisal & Restoration
 Climate Control Design
 Moving & Storage
 Piano Instruction

COURSE DESCRIPTION: SALES FUNDAMENTALS FOR PIANO TECHNICIANS

This course teaches core ideas involved in the selling of technical services to the lay public, as well as within the piano trade. Detailed handouts will be included. Emphasis is on the principles at work in "sales situations", and the common pitfalls faced by piano technicians. Attendees will gain insight into their current selling methods, while exploring opportunities for improvement in a relaxed, non-threatening forum. There are many worksheets included, so that attendees can customize the ideas for their own use. The class is conducted with lecture/discussion, slides and handouts; with the emphasis on knowledge & skills transfer.

Some of the topics that will be covered:

- Business & Self assessment
- Principles behind selling
- Common problems for piano technicians
- "Sales" situations we face as piano technicians
- Psychology, 'sales reluctance'.... why it's OK to sell
- Skills & Tools
- Connecting the dots for your customer
- Understanding others, so they can trust & understand us
- People skills, communication tools and handling objections
- Alignment: Building trust
- Re-alignment: How to handle an upset customer
- Trade relations: Sales situations within the trade

SPEAKER BIO:



Brad Smith, RPT has been a professional piano technician since 1981. He began as an apprentice to Tom Sheehan, RPT at Berklee College of Music, in Boston, MA., where he earned a BA Degree in Piano Performance. His technical career has focused primarily on concert & road work, regulation and repair for over two thousand customers in the New England region. In 2000, Brad began to pursue other business interests, including Sales Training on a national level, for a wide variety of industries, returning to full-time piano service in 2002. This Sale Fundamentals course was created from that experience, and Brad's 20+ years of dealing with customers as a piano technician.

Excerpt from Boston PTG News and Notes October 2004

President's Message, Thoughts and Comments by Toby Stein RPT

***SALES FUNDAMENTALS FOR PIANO TECHNICIANS** is the title of Brad Smith's technical talk, which he presented at our 9/21/04 chapter meeting. I cannot over emphasize the importance of these concepts and techniques. A piano service business depends upon two very different skills: technical and interpersonal. No matter how skilled one may be at tuning or regulating, it is our personality and ability to communicate that sells the job to our customer. Like it or not, each one of us is a salesperson.*

The philosophy of building a clientele of repeat business (as opposed to "first-call-close" or "take the money and run") is what we are talking about here. The key is establishing a relationship of trust between you and the client. Brad introduced us to the science of how to build this kind of relationship. He covered many topics in a well-organized, fast moving sequence including a quick self-analysis personality test. The point of sales is twofold: to get the work and to control and negotiate prices. If you do not raise your rates periodically, your prices are controlling you. Brad led a lively discussion of problem solving in this area.

I hope we can persuade Brad to give this presentation again next year or the year after, so that everyone who missed this one can benefit.