

6 TRAINING TIPS FOR HOME SERVICES COMPANIES WHO OFFER FINANCING

Two leaders in the trades, Mike Barnhart, Chief Financial Officer at [The Eco Plumbers](#) in Columbus, Ohio, and Darius Lyvers of [F.H. Furr](#) in Northern Virginia, share tips for training technicians on how to offer financing to customers.

1. EXPLAIN THE “WHY.”

Lyvers says he teaches this first, and reinforces it often. “In essence, the more you can make your products and services affordable for all customers, the better success you’re going to have.”

2. TEST FOR UNDERSTANDING.

Lyvers gives his technicians a quiz on loan terms and structures—and they have to score 100 percent before they are allowed to use financing.

3. TEACH TECHS NOT TO ASSUME.

The Eco Plumbers doesn’t require technicians to offer financing, but **Barnhart** tells them they should assume the need on every call. “Always give (customers) at least one of the options,” he says.

4. FOCUS ON SELLING THE PAYMENT.

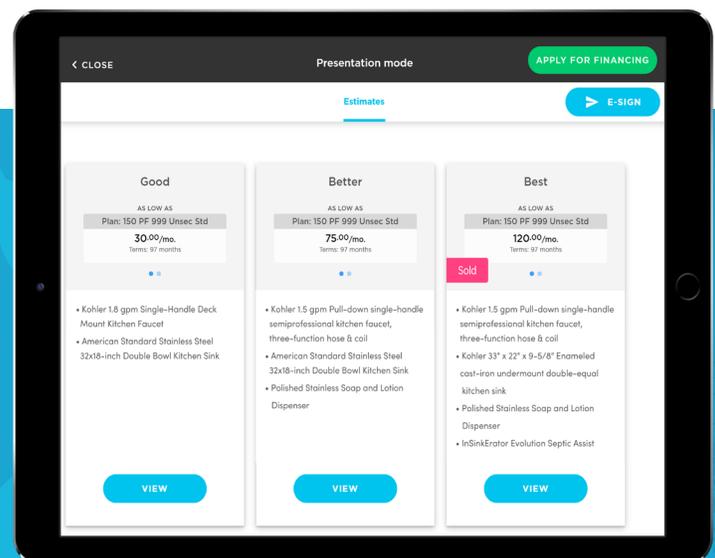
An affordable monthly amount increases the opportunity for upsell for more customers.

5. USE ROLE PLAYING.

“You’ve got to get your pitch down, and once you get your pitch down it’s really not that hard,” **Barnhart** says.

6. EXPECT SERVICETITAN TO MAKE TRAINING EASIER.

Teaching techs to offer paper-based financing can be a nightmare. The financing options incorporated into ServiceTitan’s cloud-based software eliminate that problem.



FOR MORE INFORMATION:

Search “financing” on the [ServiceTitan blog](#) for more tips and best practices.

To learn more about our integrated financing tools visit: www.servicetitan.com/customer-financing or contact us at fintechsetup@servicetitan.com to book a training session for our financing integrations.