

Sales Fundamentals for Tradesmen

Course Overview

This course equips trades technicians with the communication and sales skills needed to feel confident in every client interaction.

Through practical, step-by-step lessons, participants learn how to explain technical work clearly, present solutions and pricing with confidence, navigate objections, and build trust without creating pressure.

Using real-world service scenarios and simple communication frameworks, students develop tools they can apply immediately on the job to improve client experiences, increase successful outcomes, and become stronger assets to their companies.

What You'll Learn

- Understand how homeowners make decisions during service visits
- Communicate technical findings clearly and confidently
- Present solutions and pricing in a simple, client-friendly way
- Navigate objections and difficult questions without pressure
- Build trust through tone, timing, and structured communication
- Improve close rates while maintaining a positive client experience
- Strengthen overall value as a technician through better communication

Course Curriculum

Chapter 1 — Introduction to Service Communication

- Why communication matters in the trades
- Why clients ultimately say yes or no
- Introduction to the course's service conversation framework

Chapter 2 — Understanding Client Psychology

- What homeowners want during a service visit
- How fear, urgency, and uncertainty influence decisions
- Creating clarity instead of confusion

Chapter 3 — Explaining Findings with Confidence

- Breaking technical issues down into simple language
- Using visuals and analogies to improve understanding
- Explaining what is happening, why it matters, and what happens next

Chapter 4 — Presenting Options & Pricing

- Structuring good, better, and best options
- Presenting pricing clearly and confidently
- Guiding clients through their options without pressure

Chapter 5 — Handling Objections & Difficult Conversations

- Navigating common client objections
- Turning hesitation into clarity
- Remaining calm, confident, and client-focused

Chapter 6 — Building Long-Term Client Trust

- Developing a professional presence and communication style
- Closing jobs without sounding overly sales-focused
- Creating repeat business, referrals, and stronger client relationships

Final Application

Students complete a mock service conversation using the frameworks taught throughout the program, followed by a one-on-one coaching review to refine their communication and identify areas for improvement.

Delivery & Assessment

Format: Online

Training Hours: 40 hours

Skill Level: Intermediate

Focus: Communication & Sales

The program includes recorded video lessons, scripts, readings, practical role-play exercises, downloadable cheat sheets, communication templates, option sheets, and video examples.

Students complete exams and scenario-based evaluations after each chapter. A minimum grade of **70%** is required to progress through the program.

Ongoing Coaching Support

Students receive **one-on-one coaching for 10 months following completion**, helping them apply the course frameworks to real client situations and continue improving their communication skills.

Course Schedule

Start Date: January 15, 2026

End Date: March 15, 2026

Total Training: 40 Hours

One note: those dates are already in the past as of September 2026, so if this is for the refreshed live website, I'd either update them to the next intake or change this section to something like "**Upcoming Program Dates**".

Certification

Students who successfully complete the program with an overall grade of **70% or higher** will receive a **Certificate of Completion**.