



## **Ten Hot Tips:** ***Little Items That Make A Big Difference***

If you remember to use the following tips you will notice higher customer satisfaction, fewer complaints, more repeat business and ultimately higher earnings.

Review the list from time to time to be sure you are taking full advantage of these powerful techniques. Compare your results before and after adopting these professional practices.

### ***1. Don't Leave The Customer Alone***

Never leave the customer alone. Once you are in front of them, work with them, get them involved in your diagnosis of the problem. Don't take a look at the problem and head back out to the truck. Your leaving them alone may get them thinking: what if they are making a bad choice; maybe they should get more estimates, etc. Be prepared and have everything with you when you arrive.

When you walk up to the customer, have a briefcase. Open up your briefcase and show your flat rate manual or price book so customers can see it. Start the job before you go to your truck if you need to leave to get parts. These procedures reduce the chance a customer will change their mind.

### ***2. Take a Picture of the Problem***

Sometimes taking pictures of people's problems helps you document exactly what is wrong. When you show the picture to the customer they will have a clearer idea of what needs to be repaired or replaced.

They can show the picture to their spouse to confirm the need for the repair, if their spouse was not home when you made the service call.

## ***Ten Hot Tips: Little Items That Make A Big Difference***

Keep a picture for yourself to keep track of the problem and document what you did at the customer's home.

### ***3. Write Detailed Invoices***

When you are filling out a service order describing what needs to be done, make sure you use every line to specify all the details of the work you will perform. This technique avoids the problem that results when a spouse comes home and questions the amount of work accomplished for the price paid.

Customers are not likely to call and complain when they see that they received a lot of work for the charge they paid. Just add a little bit more detail on the invoice and you can stop some complaints.

### ***4. Be Noticed***

If you are noisy and obviously working, you will give the customer the impression that there is much work being done. They want to be confident that you are there working hard.

When you walk past a customer to go to your truck, don't walk slowly, shuffling along. Walk as if you are in a hurry. People still think they are being charged by the hour, though you gave them a set price. But you can't look slow.

A spouse may come home and ask if it looked like you knew what you were doing. If you give the appearance of working fast, the person who was there will get the impression that you knew what you were doing. Despite the fact that you may be competent and work slowly, it won't appear to the customer that you are good at your job.

### ***5. AddOn Sales***



## **Ten Hot Tips:** ***Little Items That Make A Big Difference***

You can building on lots of addon sales while you are in front of the customer. While you are there. That's the key.

Say something like, “While I am here and I have my tools out, why don't we go ahead and fix... this.” You can offer a reduced price because you are already there and your tools are out. Every little task may add ten to fifteen minutes, but you build business.

It's better for the customer, too. They save the cost of another call built into the price.

Common examples might include situations where you would say, “While I was fixing your air conditioner, I noticed that you need a filter. I can go ahead and replace that filter for only \$19.” It may take you three minutes. You sold a filter and some labor, not just a filter.

A problem we had with time and material was that we sold just the product, instead of a full service repair call. Now, the customer is happier and we earn more.

### ***6. Discounts To Landlords***

Landlords are always looking for the cheapest way out. That is understandable, considering they are trying to make a profit on renting out their property.

When you speak to a landlord, make sure that the tenants are not around. You might phrase your estimate this way, “Mr. Jones it really needs to be repaired. What we typically do is this. But I understand that this is a rental property, so why don't we go ahead and save you some money and do it that way.” You don't have to take shortcuts on the repair, just put it in terms of a landlord discount. That's what he wants to hear. He wants to know that

## ***Ten Hot Tips: Little Items That Make A Big Difference***

you are on his side. They don't believe they should be charged retail, since they are in business to make a profit.

### ***7. Leave With A Smile***

A customer may say to you, "Sorry too expensive, I have three estimates." And there is nothing that you can say to change their mind. All that you can do at that point is leave with a smile. Avoid any animosity. You might say, "I understand Mr. Jones. It's no problem. I really want you to think about us next time. I am sorry we couldn't help you this time. We are a good company and have been in business a long time." Smile.

Use the same approach if you are refunding money. Don't do it begrudgingly. Do it with a smile, or don't do it at all. There is nothing worse than giving money back and looking like you don't want to.

It's just good customer service to remain friendly. It will pay off.

### ***8. Don't Use Scare Tactics***

Don't corner people against the wall and tell them if they don't agree to a job that they will have flood. Avoid expressions like: "If you don't change out this furnace today, the thing might blowup." Its wrong and its illegal.

Be honest with people and tell them what it is really going to happen and what honestly needs to be done. You can imagine their dissatisfaction upon finding they paid for an unnecessary repair job or replacement.

### ***9. Try A New Way***

You can't discover new oceans unless you have the courage to lose sight of the shore. It's hard to detach yourself from what you know, but if you are willing to take a chance, it'll pay off. Throw away the old rules and move on. Just because you have always done it one way, doesn't mean that's the way it has to be. Don't worry about fear, you can always go back. You can always find the shore again, its always there.



## **Ten Hot Tips:** ***Little Items That Make A Big Difference***

Try flat rate. Sell service agreements. Follow the techniques that work. Give it a try. The worst that will happen is somebody will say no. We have all been rejected before. No is not a bad word, it comes with the territory, learn how to accept it.

### ***10. The Right Attitude***

A good company shines when they face a challenge and resolve it in their favor.

Customers will think, “Did he come out here with an attitude, or was he courteous and understanding? Did he take care of what we needed?” All of us have dealt with a company that backs its claims, one where service has always been great. Your service has to shine when there is a problem or a concern. Remember that when you come back on those opportunity calls. Smile, and say you are sorry that you inconvenienced them since they had to call you back again. Go out of your way to please people, if they have concerns.

That's how you build relationships. That's how you keep customers. Everybody is fighting for your customers right now. Everybody is on the web, they are on radio and television, they have got marketing letters, the HVAC industry is getting into plumbing. You have got to keep your customer.

Yellow pages aren't working like they used to; you can't find new customers as easy. Remember how easy it is to lose a customer. It takes months to find one, seconds to lose one. And you lose them when there is a complaint or a concern.

Customers are not just another service order number. They will typically have three problems during a relationship: a small problem, a medium

## ***Ten Hot Tips: Little Items That Make A Big Difference***

problem and a large problem. You may get to change out their water heater, furnace or air conditioner.

You want to be around when it is time for that big ticket repair. That's what you have been waiting for, that's why you cleaned the sewer for \$50. That's why you have come back to change the washers or whatever. That's why you smile through all that. Because when it is time for the big one, its yours. You are first in line. And people are loyal in that sense, if you have treated them right.

Have a Profitable Day!

Deborah A. Frye  
Co-Founder

Profit Rhino  
[www.profitrhino.com](http://www.profitrhino.com)  
855-710-2055 x2

PS:  
Check out our products in our [online store](#) for more ways to save!

PSS:  
Don't forget about our [Referral Program](#) - Sign up a Friend and Get \$100 Each

