

ULTIMATE SAVINGS CLUB **Maintenance Agreements**

*Building Bridges
To Long-Term Clients*



QSC Power Tool – Maintenance Agreements

Build bridges. Create relationships. Grow your business with maintenance agreements. It's all about growth and higher income.

Whether you're a small or large shop, building new business is crucial to your success. We're going to give you proven programs with techniques for acquiring and keeping new clients, and show you how these programs can be customized to match your capabilities, market and the way you do business.

But before we start discussing how to build bridges, let's talk about stairways. Take a look at the "Stairway to Heaven" chart on page 4. It shows the steps that lead to creating loyal clients and having them become *Advocates*—clients who add further value to your company by contributing referrals. These are the steps we will take to build your bridges.

Please notice that we are referring to "clients", not "customers". This subtle change reflects your professionalism, implies long-term relationships that raise the lifetime value of each client, and reinforces the fact that you are in the service industry. Everyone in your company should think of the people you serve as clients. Yes, it is a subtle change, but one that will help establish the perception and reality that *you are professionals. You provide valuable, ongoing services to people who depend on you.*

Every new client gives you the opportunity to build a relationship, develop higher lifetime value, and grow your business. Strategic techniques can help you accomplish your specific new business objectives.

In this manual, you will find techniques on how to:

- ⊖ Position yourself and your business
- ⊖ Determine your target markets
- ⊖ Prospect for new clients and close them
- ⊖ Advertise and promote your business
- ⊖ Grow through client referrals
- ⊖ Create lifetime value

The materials in this manual apply to your residential prospects. Make them part of your Ultimate Savings Agreement Program and discover how easy it is to build bridges to new clients!

POSITIONING YOURSELF AND YOUR BUSINESS

Overview: Developing strong foundations for your bridges

The first step in your *Building Bridges to Long-Term Clients* program is to know your business. Only when you have a well-defined description of your services, products, and capabilities can you position yourself accurately in the marketplace and develop a targeted approach to prospects.

You'll find a list of how to describe your business at the end of this chapter.

Who are you? What do you do?

Let's get this out of the way first. You are not in the plumbing business. You are in the largest and fastest-growing business sector of today's global economy—the service industry. Your services happen to be dedicated to:

- ➔ The reliability of PHC systems for home and business
- ➔ The comfort, protection and satisfaction of your clients

Therefore, you and your staff—both office workers and technicians—should be aware they provide a service, and should treat all clients and prospects with respect, a friendly attitude, patience, and a willingness to listen and answer questions. They should be prepared to provide full information about services rendered, costs, and options.

Your technicians should always present a professional image. Uniforms should be crisp and clean, with your company name displayed prominently.

We recommend you run on-going training sessions to keep your staff's people skills at a high level, and provide in-house communications to keep them current on all services, products, and policies.

The better your all-around image and service is, the more successful you'll be at *Building Bridges to Long-Term Clients*—starting with identifying qualified prospects, turning them into clients, and building your business by turning them into advocates.