

TOP 10 BUSINESS MISTAKES

Service Contractors Make

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1 Inconsistent Branding:

Many companies make the mistake of using multiple versions of their logo or an array of colors across all of their promotional pieces - direct mail, vehicle wraps, magnets, etc. Select 1 or 2 colors and maintain the same logo across the board. Use your brand alone, without promoting any other brand you do not own. Consider coming up with a unique selling proposition to use on all pieces. Consistency will make you stand out and help customers find you.



2 Not Firing a Customer Who Needs to be Fired:

There WILL be times when you must "fire" a customer. If a customer's home or office is unsafe, the customer is repeatedly rude or obnoxious or consistently difficult to please, it may be time to cut ties. Hanging on can hurt your business in the long run. Tell the customer you cannot get to his work and recommend your most irritating competitors.



3 Not Maintaining Your Maintenance Program:

All service contractors should have a solid maintenance program that builds trust with customers and gives them a long-term reason to turn to your company for their service needs. Be sure your employees are aware of the benefits of a maintenance membership - money saved on utility bills, convenience, reliability of excellent service, extended product life, breakdown prevention, restored performance, and discounts.) This will give them the confidence to suggest it to customers.

4 Not Following Up After a Call:

It seems like a simple concept, but it's often overlooked. Follow up with all of your customers to ensure that they are happy with your work. This is also a chance to gain valuable constructive criticism. This feedback can help you fix minor issues before they snowball into a larger crisis and result in the service contractor's worst nightmare - a bad review. Search our Download Center for a "Happy Call Script" (Jan 22, 2004) to use during these calls.



5 Forgetting Your Internal Customers:

Your employees are your internal customers. Keep them happy and you'll have a team that promotes your business and goes the extra mile for your external customers.



6 Not Training Field Service Personnel in Customer Service:

Your techs know their stuff, no doubt about it - but customer service is another matter. A great way to teach your techs the finer points of customer communication is through role play. It's not something everyone is comfortable with at first, but working in a group of 3 (2 techs and a mentor) can help them feel more relaxed. Keep the atmosphere of the exercise casual. On a service call, they are the pros that the customer will look to to make an informed decision. Ensure them that, like their technical know-how, this also a skill they can master.



7 Not Keeping Your Employees in the Loop:

Keep your employees in the loop when it comes to your marketing strategies and activities. Not only will this make them more confident when on a service call or speaking to a customer, but it's a great way to track where customers are hearing about your company.



8 Not Asking for Referrals:

Referrals are the cheapest and most powerful form of marketing. If customers are happy with your services, ask them to refer you to their friends, family, or acquaintances. Our Download Center has a referral card template you can download to make this even easier!

9 Thinking a Better Mousetrap is Enough:

If you have a better mousetrap, the world won't make a beaten path to your door. Customers don't know what they don't know. If they don't know about you, they won't be contacting you for your services anytime soon. Your company may be in business for X amount of years, but that doesn't mean everyone is aware of you. Marketing is your key to long term survival.



10 Having Poor Telephone Etiquette:

Aside from your marketing efforts, the person who answers your phones is the unofficial face - or, voice - of your company. Make sure that he or she speaks clearly, exhibits patience, and reflects a competent, professional attitude. A great resource to use is our "Incoming Call Script Book" it's one of the top downloads of all time in the Service Roundtable Download Center.

