

Don't Sell on Price. Offer a Premium Program. A plan for service contracting companies.

Watch the recorded webinar that accompanies this plan at servicetrade.com/stp.

Your goal: Sell a technology-enabled premium program that creates the best outcomes for customers while using the least amount of labor.

You're probably asking two questions: What do you mean by a "premium program?" And why?

Let's start with why. You're being pressured by two forces. The first is One Truck Chuck - small companies that compete on price. The second pressure is from the Skilled Labor Squeeze - the increased hassle and expense of using more labor when qualified labor is hard to find. To fight them, you need a program that makes you stand out from the competition for giving better service and better outcomes to customers *while using less labor*.

What is it? A technology-enabled premium program is a planned maintenance contract that's executed and managed with technology that reduces the use of expensive labor. It has predefined maintenance or inspection service terms and your service level agreement delivered up-front so the customer knows what to expect. Moving more of your work from unplanned to planned helps you control your labor.

A premium program proves that you have more expertise, can do more, and are smarter than companies that are trying to poach your customers and your technicians.

Follow these four steps to adopt this approach:

1. Create your technology-enabled premium program
2. Change the sales conversation
3. Provide your prospects a demonstration of your program
4. Hold the meeting and win the customer

Step 1: Create a technology-enabled premium program

People learn in and remember in words and pictures. Phrases that bring images to mind like *One Truck Chuck*, the *skilled labor squeeze* or the *margin vise* help your prospects visualize the problems and the pains that you will help them solve. Use rhyme and alliteration to give your program a name that will create memories about your company and how you are different.

Look at a few memorable advertising campaigns for inspiration: [Be Like Mike](#), [Bo Knows](#), or [Set it and Forget it](#).

Use innovative technologies. Mobile service management technology scales better than labor, and makes it possible to use less labor per job, resulting in lower costs for everyone. Doing your work in such a way that you create a rich online record of each service call and sharing that information with the customer in their online account on your website means everyone makes better decisions.

Offer a proactive maintenance or inspection plan. It's better to have a planned maintenance and inspection schedule than to be in react-mode all of the time. Planned programs offer regular visibility to what's going on to eliminate risk in the form of the chaos, disruption, and expense of unplanned emergencies. The customer will enjoy lower cost and fewer hassles that result from less unplanned work.

Document the details in a Service Level Agreement (SLA). Be clear that if the prospect buys into your program, you'll charge them less and give them more attention when things do go wrong. Document your commitment to giving them a priority response and the details of that response - response times, lower labor rates, availability - for inevitable unplanned work.

Step 2: Change the Sales Conversation

Create a sales presentation that sets up a problem so the audience expects your solution. We did it in the intro of this plan by talking about One Truck Chuck and the Skilled Labor Squeeze. Present a solution that will knock One Truck Chuck out of consideration, but that doesn't require more of your labor. Plant in your prospect's mind that it's not about the *price* of labor, it's about the *quantity* and *quality* of the labor and getting better outcomes.

So how are you different? Focus on how you have more expertise, are smarter, and have a better program.

How about a pitch that sounds like:

We're here selling our expertise and a technology-enabled maintenance program. We're different because we invest in technology and innovations that deliver better results, avoid mistakes, avoid failures, and create fewer hassles associated with emergency or unplanned repairs. We're not just another service provider, we are the industry-leading Amazon and Uber of our market. We believe that technology scales better than people and is a better business model than selling you more labor hours. We make the most profit when everything goes to plan and there are no disruptions to your business. Would you like to see a demonstration of how this works?

Step 3: Provide a Demonstration of Your Program

In step 1 you created your program and gave it a memorable name and image. The best way to sell the program is to give your prospects a live demonstration of what their experience will be as your customer.

For the demo, get permission to go to the prospect's location and conduct a sales survey. Act as though you are setting up that location as a new customer.

Show the prospect:

- The type of information you will collect and maintain about their facility
- An example of your engagement with them prior to an appointment
- The experience of working with you during and after an appointment
- How you will quote repair work
- How they can access their service history

How to do it in ServiceTrade. ServiceTrade makes this demo easy. Here are the steps for a sales survey inside the app.

1. Setup a sales office with your sales people as techs
2. Create a sales survey job
3. Create a company and location record
4. Create contacts for decision makers
5. Clock in en route
6. **Send en route notification** (this is the first sign that you're different than Chuck)
7. Clock in on site
8. On site: Enter asset information
 - a. Take photos and audio notes describing the equipment. Take notes for yourself to complete the survey later, and others for sharing with prospect.
 - b. Find something to update or repair and create a deficiency. Take photos and notes to share on a quote for that work.
9. Clock out of the job
10. Build out the location with the services you recommend (annual inspection or monthly filter change, for example.) Set location status as *pending*, not *active*. That will keep it from showing up with your existing customers and jobs to be scheduled. When you win the account, simply change the status to *active* to add them to your roster.

11. **Send Service Link.** Share the sales survey in an online after-service report. This will give the prospect a description of what you did that is supported with images, audio notes, and information about the deficiency you found.
12. **Create a quote for repair of deficiency.** It doesn't matter what you quote, but show the ability and send the online quote with photos, videos, or audio from your survey. It shows them you're easy to do business with because of your technology-enabled program.

The items in **red bold** above are impressions you made to the prospect as you were executing the survey. Do you think this conveys to the prospect that you offer more than a labor rate?

Step 4: Hold the meeting and win the customer.

After you've completed the survey, talk about it with the prospect. You can follow this agenda and include these talking points:

1. Go through everything in the job record in the sales survey.
 - a. Review the three impressions they received: En route notification, Service Link, and Quote. Tell them that they're built into your service process.
 - b. This demo shows the quality of records we keep
 - c. It's a great way to communicate
 - d. We manage and control labor - which is good for both of us
2. Go through the location record and assets.
 - a. Trust us to deliver a better plan
 - b. We have a better way to track and manage the plan
 - c. Ask them, "Would you like to have this for all your other locations?"
3. Show them where they can access a post-service report and their service history online. (This is Service Link and Service Portal for ServiceTrade users.)
4. Hand over your presentation:
 - a. Master Services Agreement
 - b. Terms and Conditions
 - c. An export of the survey that shows the assets at the location with their full detail - an example is on the final page of this file.

In Summary

Technology makes it possible for you to execute and manage a planned maintenance program in such a way that gives valuable information to customers while managing your labor load. The steps are to build your program, know how to talk about it in language that hits a nerve with your prospects, present your program as a solution to that problem, provide a demonstration of how

easy you are to work with, present the financial benefits of your program, then agree to terms and win the business.

Present a problem. Be memorable with imagery, clever names or rhymes.

Present the solution. Make them understand that you offer more than labor.

Provide a demonstration. Be known for your expertise and for being easy to work with.

Close the deal. Get paid for what you know, not where you go.

Please watch the recorded webinar that accompanies this plan at servicetrade.com/stp. Let us know how this works for you. Our team is always listening at hello@servicetrade.com.

Fiery Ron's, Inc

1205 Ashley River Road Charleston, SC 29407

Company Phone: (843) 225-7427

Fiery Ron's Home Team BBQ

HVAC

HVAC Unit - Rooftop Amana 12345 1

Location In Site : Rooftop • **Number** : 1 • **Manufacturer** : Amana • **Model** : 12345 • **Configuration** : Roof Top Unit • **Component** : Compressor • **Heat Type** : None • **Voltage** : 120V 1P • **Belt Size** : none • **Filter Size** : none • **Refrigerant Type** : R22 • **Economizer** : None • **Plenum** : Side by Side • **Ductwork** : Plenum Drop Only

Services:

SEMI-ANNUAL Semiannual proactive maintenance

HVAC Unit - Rooftop Carrier 2

Location In Site : Rooftop • **Number** : 2 • **Manufacturer** : Carrier • **Configuration** : Package Unit • **Component** : None • **Heat Type** : None • **Voltage** : 120V 1P • **Belt Size** : none • **Filter Size** : none • **Refrigerant Type** : R22 • **Economizer** : None • **Plenum** : Side by Side • **Ductwork** : Plenum Drop Only

Services:

SEMI-ANNUAL Semiannual proactive maintenance

Kitchen Suppression

Kitchen Fire Suppression - Ansul R102-3 3

Manufacturer : Ansul • **Model** : R102-3 • **System Size** : 3 • **Type** : Dry Chemical • **UL 300 Compliant** : No • **Fuel Shutoff** : none • **Cooking Appliances (L to R)** : none

Services:

QUARTERLY Quarterly suppression system per NFPA 17