

## Tell Your Story, Don't Assume the Customer Knows

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### Short Description of the Presentation:

Customers in today's world can go to Google and within seconds have every trades company in the area on their phone. What makes your company different? The difference is letting the customer know who you really are in terms of your philosophy and culture. Put another way; make sure every employee, including your technicians, is able to "Tell the company story".

- **Most Customers Are NOT Familiar with Who Your Company Really Is.**
- **Sixty-Eight Percent of Consumers Claim They Are Not Satisfied with the Work Their Contractor Has Done for Them.**
- **What Do You Do Every Day That Your Customer Should Know About? Things That Tell Them You Are Different.**
- **Search for Little Things that Make Your Company Unique (waxing the outdoor equipment, changing batteries in smoke detectors, checking dates on CO detectors, etc.)**
- **It's Not About You, It's About Them. Strive to Make Every Contact with Your Customer a Professional One.**
- **Do Your Techs Know Your Story and Can They Tell It?**
- **Who Has the Most Credibility with the Customer?**
- **Talk the Customer's Language.**
- **Customers Will Always Spend More on Wants Than They Will on Needs.**
- **Tell Your Story Regularly.**

