



BUSINESS
TECHNOLOGY
& OPERATIONS

HVAC | PLUMBING | ELECTRICAL

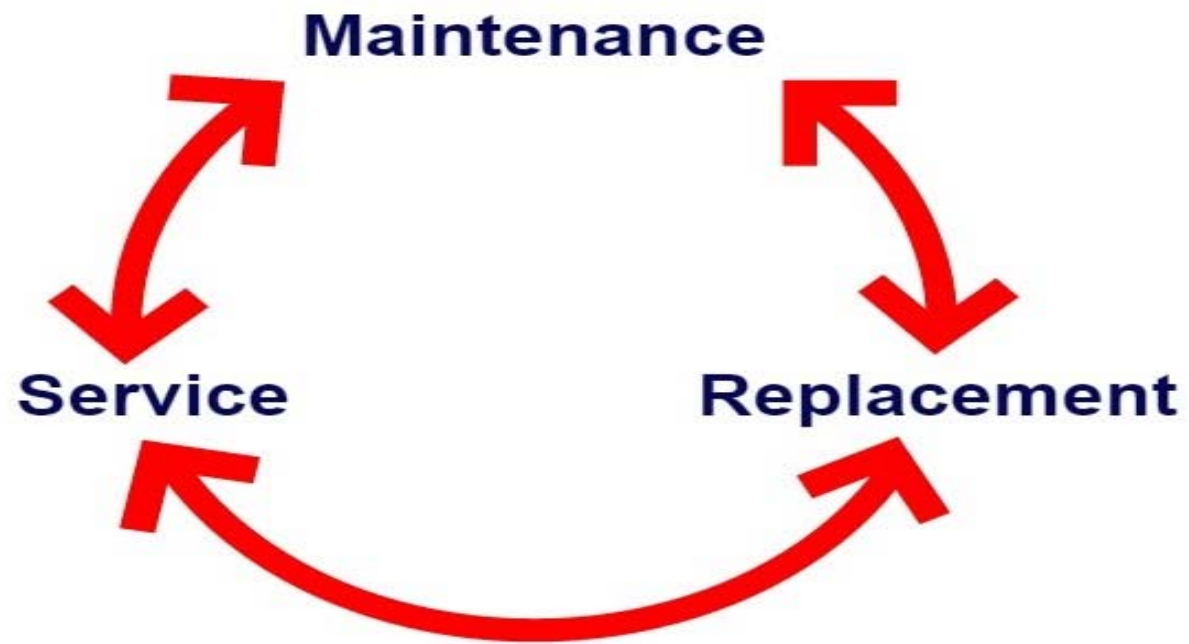
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Fun with Maintenance

Ruth King

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We Will Cover

- **Words to avoid**
- **What you should expect**
- **4 Critical Elements of Commercial Maintenance**
- **5 Steps for Successful Residential Maintenance**



Ruth King



Before We Begin

- **Do you believe in maintenance?**
- **Do you believe that it is valuable for your customers?**

Eliminate these Words

- **Preventative**

Eliminate these Words

- Preventative
- Sell

Eliminate these Words

- **Preventative**
- **Sell**
- **Agreement**

What You Can Expect - Residential

- **\$1 maintenance = \$1 to \$2 service/replacement**
- **8% to 10% replace equipment each year**
- **Technician for every 300 agreements**

What You Can Expect - Commercial

- **\$1 maintenance = \$2 to \$4 service/projects**
- **Technician for every 600 hours of maintenance**

Commercial Process

- Capabilities sheet
- Surveys
- Present and win
- Maintain and Follow up

Capabilities Sheet

- **One Page**
- **Benefits**
- **Company abilities/services**



COMMERCIAL SERVICE AGREEMENT

We Provide the Heating and Cooling Comfort Your Business Clients DESERVE

The last thing property owners, tenants, and office workers want is a heating or cooling system breakdown. It leads to emergency repairs, lost business, and unhappy tenants. Of course, it always happens at the worst time.

The best way to prevent breakdowns, save time and money is by setting up a **Commercial Service Agreement** with Paramount Heating & Air.

You get a TON of benefits with Commercial Service Agreement:

- **Emergency service available**, even at 3AM on Christmas Day!
- **Special offers** on retrofit or replacement systems if you ever need new equipment.
- **Deep discounts** for multiple system preventative replacements
- **2 precision tune ups and cleanings** with filter changes annually with 2 additional filter changes in between tune ups. *(We take care of everything - even reminding you that a tune-up or filter is needed!)*
- **Optional 24/7 system monitoring** to alert you afterhours in case of any issues
- **Online web portal** to store all of your records for easy access
- **Full compliance** with any of your lease terms and conditions
- **15% off** any needed repairs
- Our team has 23 years experience in the field

You can pay easy monthly (or annually) and keep your paying customers and/or associates happy and more productive because they will have a **CONSISTENTLY** comfortable environment. Plus, if you do have an issue, you know help will be on the way, right away.

We specialize in servicing the needs of small business owners and tenants who need service at their location, such as:

- Doctors' Offices
- Law Offices
- Dentists
- Real Estate Agents
- Insurance Agents
- And more

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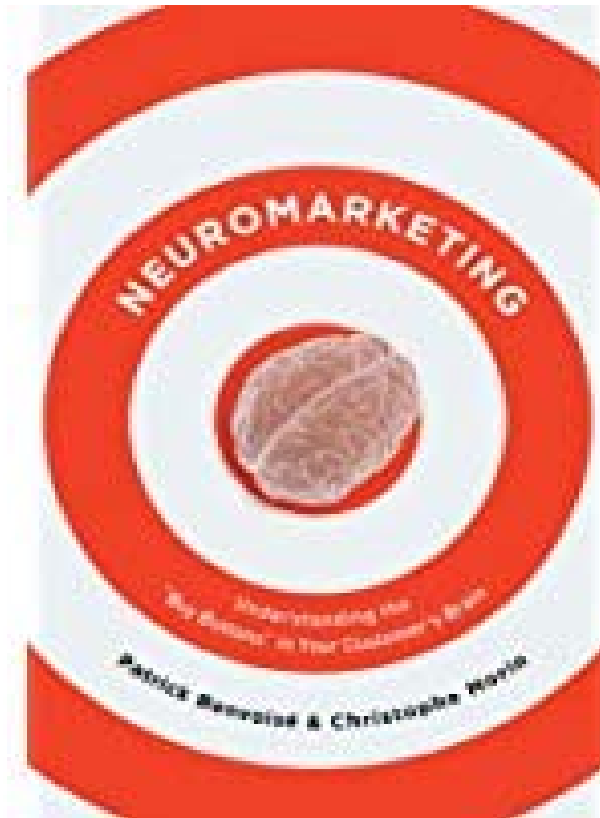
CALL 614 349-3332 | www.ParamountAir.net

Surveys

- **2 per week**
- **Canvassing**
- **Networking groups**
- **Ride with the technicians**

Present and Win

- **They might test you first!**
- **Testimonials**
- **Patience**
- **Proposals must include the benefits!**



Neuromarketing

Patrick Renvoise and
Christophe Morin

Maintain and Follow Up

- **Talk when you don't need something!**
- **Follow up after service calls**
- **Year end review**

Commercial Process

- **Capabilities sheet**
- **Surveys**
- **Present and win**
- **Maintain and Follow up**

Residential Maintenance Process

Residential Process

- Dispatch question
- Send customer to your website
- Technician gives customer the plan
- Shows customer two options and asks which she prefers
- Leaves a copy of the agreement
- Office follow up

Dispatch Question

Mrs. Customer, are you interested in saving 15% on this call?

Send Customer to Your Website

When the technician is in route to the call:

Mrs. Customer, Do you have access to the Internet?

Technician Responsibility

- **Greet customer**
- **Listen to the issue**
- **Give a copy of your maintenance plan**
- **Do diagnostic procedure and write down regular price and maintenance price**
- **Ask which she prefers**

Technician Responsibility

- **Always leave a copy of your maintenance plan!**

Office Follow Up

- **Quick survey by telephone one to two days after the service call**
- **Ask whether the technician left a copy of your maintenance plan**

Residential Process

- Dispatch question
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- Technician gives customer the plan
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Market from the Inside Out



Maintenance Mistake #1

- **Regular service rate is the maintenance rate**
- **Divide by 0.85 or 0.9 to get non-maintenance service rate**

Maintenance Mistake #2

- **Second system, third system, etc. at half price.**

Maintenance Mistake #2

- **Second system, third system, etc. at half price.**
- **The only discount is for travel – you still have to do the same procedures!**



Contact Ruth King

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