

Excellent service generates sales much like a full-time paid salesperson. Quality service develops improved safety, high customer confidence and repeat business.

Outsell your competition with your outstanding service. Go above and beyond and create repeat business. Repeat service business is not just an issue of revenue, it is an issue of safety. Customer's that maintain their equipment on a regular basis will have safer equipment.

Long gone are the service stations that pumped your gas at the same price. Now the few remaining stations that pump your gas charge more. Although this practice of charging more may be justified, it should be followed with some caution. Fairness is a big part of justifying higher charges for excellent service.

What your competition does may not matter as much, if you do certain things. Before you begin service on a customer's unit, get a clear understanding of the customer's expectations.

1. Confirm the customer's expectations by repeating back the instructions you understand and have received from the customer.
2. Explain in detail your findings and how this work relates to the instructions.
3. Give the customer a realistic time schedule and do the work within the promised time.
4. Provide all of the information to the customer about the work that was performed; schedule a new date to receive equipment for service, barring any service calls.
5. Discuss how your company treats the used parts prior to service.
6. Spell out for your customer exactly what charges and services are included in your service program. (Safety operation checks, initial diagnosis and general consults are provided free of charge.) (Tear down, detailed estimates are provided with the basic labor rate applied, this will be included as part of the completed work if accepted by the customer.)

By following these simple rules, your company will go a long way to meeting and exceeding your customer's expectations. Meeting the customer's expectations will ultimately increase safety.

Simple Extras Your Company Can Provide

As reputable company that provides equipment and service you should strive to be out in front of your competition. Beyond providing excellent service and equipment, make sure that your company is an invaluable resource. Make your company a place where customer's can come and get answers.

During conversations with your customers, let them know that your company can answer their questions about safety and operation of suspended scaffolding. Having a copy of the current OSHA regulations on hand is valuable resource. For the questions that you may have to research make sure that you know the phone numbers of those that can help.

Offer basic operator training free of charge to limited requests. Make sure that all of your personnel who service, deliver or interact with customers know how to explain basic operation procedures. This is one way you can make sure that any customer has access to the necessary

information to safely use your equipment. Detailed training and assistance with training can be offered on a nominal fee schedule.

In regards to training offered, explain what they should expect to receive clearly with any level that they wish to participate in.

When you sell your service make sure to include your relationship to Power Climber and its people, experience and standing as an industry leader. You have partnered with a company that has a proven track record for accomplishment.

Service Generates Safety

Regular service promotes safety and lower equipment operating costs. Regular service promotes greater understanding about how the equipment should be properly used. Knowing how to and properly using the equipment is one of the first steps towards complete safety.

The real cost of service cannot be measured without regular service. Customers that do not bring equipment in for regular service tend to believe that service is expensive. This idea is so far from the truth. An informal survey reports that regular service on a fleet of PC1 hoists costs about \$60 per year per hoist. The truth is that infrequent service costs can be expensive.

Safety Builds Confidence

Equipment that is regularly serviced will have a better overall appearance when compared with equipment that is not serviced. Regular service improves the overall safety of the equipment. Customer's that have made a commitment to regular service may also be better informed about safe operation of their equipment.

Customer's that bring their equipment in regularly have more contact with your company. The customer makes greater use of your skills and knowledge with more contact and interactions with your well-run company. More interactions with your customer reinforce your high commitment to safety and builds their confidence in you, and the equipment you service on their behalf.

Confidence Builds Sales

When the customer has confidence in you and your company, they also gain confidence in the products that you sell and service.

While every phone call or visit from your customer may not mean you are taking in new work or selling something else, your customer is taking notes in preparation of their next purchase.



Topic of Interest

Raising the Bar with Service and Sales

Did You Know?

- OSHA now provides basic information about worker safety and regulations in Spanish. Visit their website for Spanish information <http://www.osha.gov/as/opa/spanish/index.html>
- Mac Tools sells a slide hammer adapter for vise grips. OTC P/N 205378. This type of tool can be very helpful when roll pins have to be removed from certain casings.

Tips and Tricks

- Valve lapping compound can give you better grip on stripped screw heads because of the grit.

For questions or comments, contact Customer Service at 1-800-560-CLIMB (2546) or customerservice@safeworks.com.

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