

Service trades Inspection

Do you do an inspection for your customer? If not, why not? Why do you feel that way or think that way? Do you think your customer does not deserve a free home inspection? Do you think the customer should tell you what is wrong in their home? Do you believe and accept if the customer wanted you to address an issue they would tell you? What exactly is preventing you from performing an inspection? You are looking for work and that is wrong. The customer does not think it is an issue yet why should I?

I take notice of all kinds of excuses for not giving a customer an inspection. None of the excuses have solid backing nor do they make sense. Talking to contractors one of the subjects that cuts into the conversation are customers that purchase their own products. The contractor's claim customers will not have the correct information nor purchase the right product and whatever they buy is a piece of junk.

Yet these same contractors presume that the customer is an expert and can inform them when an issue is about to or has started to surface. The contractor accepts as true the customer should be able to express problems accurately and be precise with determining the problems with the customer's product or system. Then the contractor will give a blind price over the phone with information from a customer who does not possess the proper knowledge or information. In one aspect the contractor believes the home owner is not intelligent or clever enough to buy their own product yet they somehow believe the customer became an expert when they are expected to describe the issue that is occurring. I am not quite sure where the logic is in that thought process. It is time for the contractor to have concise and precise knowledge of the customer's issues and how they want it addressed.

An inspection is exceedingly important to both you and the customer. The contractor becomes familiar with the customer's home. I am a plumber and once I discover where a cleanout is I know exactly how the underground building drain is installed in their home. Included with the inspection is a paper written for that customer that describes in detail what each fixture is and this list is also saved for the company's records for this customer. Identifying products that can be identified is beneficial in the future when the product or products requires service and you can arrive with the proper parts to repair or replace.

The inspection will give you permission to speak to the customer about preventive measures that can increase the life of their products and possibly prevent premature failure of that product at an inopportune time. The customer can choose to take care of this now or they can choose to wait until it best fits into their budget. In any event the customers get to choose when to address the issue or issues.

The vast majority of customers will thank you for bringing this to their attention even if they do not address the issue today.

I visited a homeowner that decided to give us a chance over his existing contractor. We asked to do the inspection and during the inspection I was blown away with how little the other service provider did for this customer. The customer stated WOW I did not realize there was so much to do. We discovered 2 drain lines leaking. One leak is from a toilet drain and the other from a lavatory drain. Both drain lines leaking sewage into a crawl space creating an unsafe environment. We discovered 3 faucets that would not turn on and a 25 year old water heater. We also found a shower drain that would not drain. There were other minor problems the customer chose to address in the near future.

A few simple questions were asked of the customer. Are you happy to know about these items now so you can fit them into your budget? Every person responded similarly and that is with an enthusiastic yes. Why do you suppose the old company did not inform you of these issues? This answer is equally answered with an enthusiastic yes and that is my old plumber, HVAC, or electrician did not care about me or my home. It is now time to serve the customer especially since we claim our business is in the service industry or we are a service company.

All companies have one collective theme and that theme is educating the customer concerning their company. Preparing your customer to expect an inspection is easy to accomplish. Simply perform the inspection with each customer. Allow your customer to do word of mouth marketing for you to their friends and family about the special treatment they receive from you. Soon it will become an expectation with your customers from your company.

The inspection accomplishes many things. First and foremost it helps the customer with understanding their systems whether it be plumbing, HVAC, or electrical system. It will help the customer learn and prepare a budget for repairs or replacements in the future. It will save the customer time and money in the future. The inspections will also include the customer with decisions concerning diagnostics and solutions that correspond with their budget not to mention increasing the lines of communication with the customer.

The benefits to the company are obvious. The inspection and communication will increase customer loyalty to your company. The company will receive and boost their revenue immediately helping the cash flow of all businesses. The technician and company become more valuable to the customer as a resource and go to guy and company. The company will require less effort to maintain advertising to

keep loyal customers. The technician will become more interested in their customers creating a stronger relationship with your customers. The result will enhance the ability that other things enter into the mind of the customer before price. The perceived value is increased and the dollar loses the weight it once had with determining whether or not to move forward.

The inspection will change how the world revolves for you and the type customer you engage. The price fixated customer will gradually change to a perceived value customer and enjoy the ownership exchange thanking the company and technician for a job well done verse a job well said. Start today to enhance the business experience while increasing the earning potential of your company. The time is now to help serve your customer to the best of you ability enhancing the opportunities for your customer. The customer will feel fantastic about their decision and understand that it is the best decision they have just made.

Will you start today implementing an inspection for your customers with your daily routines?