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Plumbing Doctor's®

House Call

First Quarter 2010

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To the Friends and Business Associates of Plumbing M.D. Inc.®

Change Your Vocabulary in 2010

Your customers need to know what the fuc_ you're talking about. Don't give them a bunch of bull shi_ when you're trying to close the deal. What the hel_ are you thinking?

We're plumbers; people have an expectation of the kind of language we use. But with the proper words you will sell more work. I'm not talking about the absence of profanities in our closes; I'm talking about words that sell. For example; do not use the word "**bid**" when you are pricing a service repair. Those of us in the service sector are retailers. We never see a retailer ask us to put in a "bid" for a commodity. The price is the price. Whenever you use the term "bid" with a customer, you have just opened the door to ask them to shop it around. You just invited them to a bidding war with your competition. I don't know about you, but I'm not running an auction. We don't use "**estimate**" either. When you use the word estimate you're telling your customer that the price will change after the work is done. This makes your customer feel uneasy. I teach my techs vocabulary. Try using the word "**proposal**" instead of bid or estimate, and see how many more calls you close.

In the next issue, I will share with you the cost of a "free estimate". Have a great 2010 and may you prosper in this new decade. ~Mike Farias

Plumbing Doctor Expands into Yuba City & Continues Expansion at Home

The Plumbing Doctor opened its newest franchise in Yuba City in December 2009. The franchise is owned by long time Yuba City plumbing contractor John Farrar and his business partner Ted Holmes. Farrar and Holmes have owned a new construction plumbing company in Yuba City since 2006, but wanted to find a way to break into the more stable service and repair niche. They decided the Plumbing Doctor brand and systems were just what they needed.

The franchise has only been operating for a bit over a month, but they are already generating work and are getting great feedback. We will continue to update you on their progress.

The other three Plumbing Doctor locations continued seeing growth in 2009. Although the growth has slowed in these times, all three recorded positive gains and expect to see larger gains in 2010 as the economy begins to turn around.

Look for us in the February issue of the **Reeves Journal** where there'll be an article about our new franchisee.

A Welcome Problem

Plumbing M.D. Reno faced a difficult challenge last December when a severe snowstorm blew into their area.

The company was flooded with calls from frantic customers whose pipes had frozen. They received so many calls that they started charging \$300 just to go out to a customer's house. Even with this, the company still had to blow off 20 customers that day.

When was the last time you had so much work you had to blow off 20 customers?

To learn about how to generate more customers than you can handle, sign up for one of our seminars by calling us at our headquarters or visiting us online.

Corporate Headquarters

707-678-3659

Go Green! To receive your House Call via email please send us an email at service@plumbingmd.com and request to go green!