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Plumbing Doctor's®

House Call

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To the Friends and Business Associates of Fast Aid Success Systems®

Getting the Most from Your Customers

As promised I'm going to give you some tips on "How to Get Customers for Life". The key is to understand that you have an opportunity to build a relationship with every service call you perform. You shouldn't be looking to create a big invoice one time; you should look to create a relationship that will last as long as your business. Statistics tell us that a home needs plumbing service once every two years. That being true, two years is a long time between visits and it is not likely that a customer will remember the last time they had service let alone the company who performed it. That is unless their experience was unforgettable. It will be unforgettable if you screw something up, but that is not the lasting impression we want to leave.

Of course your brand and image is unforgettable if you have a good one, but most in this industry don't. No one will remember if you are Bob's Plumbing or Steve's Plumbing or Smith Plumbing or Jones Plumbing. So how do you get them to remember you? One way is by branding. A rancher can identify his cattle because his brand is burned permanently into the hide of his herd. You need to do everything possible to ensure that your brand is burned into the mind of your customers. Everything you put out, from your ads to your truck signage to your business cards and invoices to stickers and magnets and proposals and letterhead and envelopes need to clearly identify your brand. It is a relationship building mechanism called Top of Mind Awareness. More on this subject next time. *~Mike Farias*

Exploring the Oregon Territory

Plumbing Doctor has been exploring options for franchising beyond Northern California and Nevada and the next area we're looking to is Oregon. We're putting on a workshop in Corvallis this December as a way to spread the word about the Plumbing Doctor systems. The workshop will focus on training and will be a full day of teaching plumbers how to improve their business. This is a unique opportunity to learn about branding, flat rate pricing, service agreements and other systems offered by us. Attendees will be given the tools to put their businesses on the path to success, and interested parties will be given the opportunity to be considered for a full Plumbing Doctor Franchise system.

If you're interested in having a workshop in your area, please contact us.

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

Plumbing Doctor Gets Some Fast Aid

You may have noticed our new website at fastaidsuccess.com and this may make you wonder "who is Fast Aid Success and what do they have to do with Plumbing Doctor?". Good question.

Fast Aid Success Systems is a corporation that was founded by the same people who own and operate Plumbing Doctor, namely the founder, Michael Farias. It was created to offer Plumbing Doctor Franchises and provide workshops, seminars and one-on-one consultation.

The practice of opening a separate business to offer franchises is quite common. For instance, a company called Yum! Brands, Inc. owns and sells the franchise outlets for Pizza Hut, Taco Bell, KFC and other fast food franchises.

So if you see the Fast Aid Success Systems name, you know it's Plumbing Doctor approved.

To learn more about Fast Aid Success Systems and the services it provides, visit our website: fastaidsuccess.com

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