



# Plumbing Doctor's® House Call

*Brought to you by Fast Aid Success Systems*

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## LET THEM KNOW

How often do you take the time to drive out to a customer's home, diagnose their plumbing problem and put together fair pricing only to be asked if you can give them a discount? It's pretty standard in our industry for customers to try to negotiate the price down. And it's pretty standard for us to give a discount. A lot of times it's better to lower the price in order to win the job. That's a perfectly reasonable business practice.

But ask yourself this: "When I give a customer a discount, do I write it on their invoice?" If your answer is no then you're doing a disservice to your company. When you give a customer a discount let them know, in writing, that you did something for them. Write the original amount of the job and the amount of the discount on the invoice. When they see it in writing they'll be reminded that you went above and beyond for them and they'll be more likely to call you back and refer you to friends.

*~Mike Farias*

## MENU PRICING IS HERE!

When we talk to plumbing contractors the number one request we hear, over and over, is for an easy to use Menu Pricing system. Well, we heard you loud and clear, so for the first time ever, we're offering our proprietary Menu Pricing System. This system has been used for over a decade by several Plumbing Doctor locations

**This is the only program on the market that comes complete with a training manual that teaches you how to use the Menu Pricing Program and how to make your company more profitable.**



This Menu Pricing program will revolutionize the way you do business. You will simplify your bookkeeping and accounting, take the stress out of pricing jobs, make your technicians and customers happier and earn what you're worth.

**Mention this newsletter and receive the entire program for only \$1995!**

**Call Today! 916-915-3740**

**Go Green!** To receive your House Call via email please send us an email at [service@plumbingmd.com](mailto:service@plumbingmd.com) and request to go green!

## Now's Your Chance!

Fast Aid Success Systems has scheduled more workshops for 2012.

Don't miss this opportunity to attend the highly praised Secrets of Success Workshop series.



### You'll Learn About:

- Flat Rate Menu Pricing
- Service Agreements
- How to Increase Your Average Invoice
- How to Close More Calls
- Branding & Marketing
- Internet Advertising
- And much more!

Find out when we'll be in your area

[www.fastaidssuccess.com](http://www.fastaidssuccess.com)

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Corporate Headquarters

916-915-3740

[service@plumbingmd.com](mailto:service@plumbingmd.com)