



# Plumbing Doctor's® House Call

*Brought to you by Fast Aid Success Systems*

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## YOU ARE A STRANGER

In this day and age of home invasions, burglaries and worse, many people, particularly women, are nervous about having a stranger in their home. As a plumbing service technician you are an invited guest in a customer's home, but you are also a stranger.

Some customers will be nervous about having you in their home, and when customers are nervous they are less likely to listen to your recommendations or have the work done. Fortunately there are several easy things you can do before you even get into the customer's home to put the customer at ease. Doing these simple things will make the customer feel better, which will help you close the call.

Make sure your company name is prominently displayed on your service vehicle and park right in front of the customer's home. If the customer looks out her window she will see your truck and know you are who you say you are. Always wear a uniform that includes your name and the name of the company. Finally, have a business card at the ready so you can present it to the customer if she asks you to identify yourself.

These three easy things will reassure your customers and help you provide a great customer service experience.

*~Mike Farias*

## SUPPORTING OUR VETERANS

As more and more of our troops are coming home from the Middle East, it is important that we support our veterans and help make their transition back into civilian life as smooth as possible. As business owners we can help by providing job opportunities for qualified veterans.



In order to do our part, Fast Aid Success Systems has joined VetFran, a national franchise organization that provides franchise opportunities for veterans. As members of VetFran, we are offering a major discount on the Plumbing Doctor franchise opportunity to qualifying veterans.

Veterans are excellent franchise candidates because they understand the value of systems and operating in a structured environment. In the military they learn organization and leadership skills that make them highly qualified business owners.

If you are a veteran contact Fast Aid Success Systems to learn more about the discount we offer through the VetFran program.

Visit [www.FastAidSuccess.com](http://www.FastAidSuccess.com) to learn more

**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!

## High Octane Success!

Last month Fast Aid Success Systems hosted our first franchisee conference. The conference was hosted at the renowned El Macero County Club, where they pampered us with a great space and tasty food.



The theme, High Octane Strategies, focused on sales in the field and we spent the day learning strategies to improve our sales skills, including creating better customer presentations and closing techniques to help win the customer.

The conference wasn't just about learning; we had a lot of fun too! There were contests throughout the day, complete with \$100 gift cards for the winners, and we even got to spend some time on the greens, as the club put together a putting contest for us.

We had six speakers, including the keynote speaker, Jim Shirley, an entrepreneur and sales guru.

Thanks to all who attended! We look forward to the next Plumbing Doctor franchisee conference.

Learn about franchise opportunities:

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

**916-915-3740**