

Procedure: *Before You Knock*

Purpose: A “before job” check list to follow step by step at every home ... before you walk up to the front door.

Overview: All too often you will arrive at a job “under stress” from a difficult day where you have overcome many problems. It’s easy to carry this “baggage” with you to the front door. But each one of your clients has the potential to become a Cheerleader and should be treated as such. Even more important, every one of our customers deserves to feel like they re

Before-stage “Check Up”

All great actors have a “ritual” they go through before each performance. Your Technicians should do the same as they prepare for their “command performance” in front of the homeowner.

Steps:

1. Paperwork check-

Remember, Value-Added Service isn’t just about creating positive Moments of Truth. We also must focus on **avoiding negative Moments of Truth**. Few Moments are worse than arriving at a job 40 miles from the office without the knee kicker or the chem sponges! (Its also a real killer on production.)

A. Load List- Look at the box marked “Load List” on your *Production Day Sheet* and check off the items as you load them. Remember to check the inventory list inside each box to make sure it is stocked properly. (Also check for adequate supplies, for example, staples or glue sticks.)

B. Special Instructions Box- Carefully read everything in your “*Special Instructions*” Box on your *Production Day Sheet*. If you don’t understand something check with the Operations Manager. The Special Instruction advice should also be found in a shortened form on a yellow sticky note on the customer’s work order.

2. Cleanliness check-

This is a huge problem with carpet cleaning and restoration technicians. Basic cleanliness many times gets overlooked in the rush of business.

Obviously, this is a big Moment of Truth for our customer. Insist that your technicians follow the steps below ... and even more difficult for you- you must give them the time to do so.

A. Body Cleanliness- We know that our work can be a hot, dirty job. And we don’t expect you to look at all times like you have stepped out of the pages of “*Esquire*.” However, your customer will be greatly affected by your appearance.

So when you and your co-worker finish one job please check out the following and stop at a gas station if necessary on the way to the next job, to repair the “damage.”

1. Check your face, hands and arms and wash if necessary. Also please be sure to comb your hair.

H-02 Before You Knock

2. If you need more deodorant due to your hard work, (which we appreciate very much) there is a can for your use in each truck's glove compartment.
3. There is also a bottle of mouthwash in the rack behind the driver and a paper cup dispenser. It is company policy for all employees (including management!) to gargle with mouthwash before going into the customer's house. (Or use the "breath tabs we keep in the van's glove box.)

B. Clothing and shoes appearance- Your uniform and shoes says a great deal about both you ... and the company you work for. So be especially conscious of these things:

1. After each job brush yourself off. If you have dirt or stains on your uniform many times a little pre-spray on a towel will remove it easily. Make sure you look "neat." (Think about how you would feel if the next time you fly on an airplane the pilots looked shabby and dirty!)
2. If your uniform is absolutely "wrecked" please change into the spare uniform all employees must keep in the truck garment bag. If you have "messed up" your spare outfit call in to the office at least half an hour before you leave your current job and we'll plan how to get you a clean uniform.
3. The condition of your shoes is an especially big Moment of Truth for your customer. So be sure to have polished shoes when you come to work each morning and clean them before each job during the day.

3. Attitude Check-

Our technicians can be as clean as freshly scrubbed babies and dressed fit to kill, but ... if they have the typical sour attitude found so often in this industry all your preparations will be wasted. Nothing is more important than your working with your front-line worker's attitudes. It all begins with informing them of the stakes involved and giving your employees guidelines:

A. How do you feel? We know sometimes you work under a lot of pressure. We recognize this is a high stress business. But remember, in a very real sense the customer pays your pay check. Your attitude will be very important as far as your advancement in the company and even keeping your job. **WE WILL NOT TOLERATE RUDENESS, SURLINESS AND/OR A BAD ATTITUDE TO BE DISPLAYED TOWARD THE CUSTOMER.**

So please try to keep a positive, cheerful, upbeat attitude when you're in the customer's home. A smile really is contagious!

B. You've got to do the work anyway- Why not keep a cheerful attitude? You will make more Cheerleaders, have less complaints, more up-sells and the day will go a lot faster for you.

C. If you're really, really stressed out- Anyone in management is always ready to listen to your problems and suggest solutions. But, **DO NOT DUMP ON YOUR CUSTOMER.** Let us help you privately.

D. Value Added Service can help- If you find your attitude slipping toward our clients, and sometimes they can be trying, please try to put on your Customer's Eyeglasses and get the viewpoint of your customer. Very honestly, in 99% of the jobs you do, dealing with the customer should be the most fun and interesting part of your day.

4. Mind Check-

Hey, your technicians have got a tough job. They work under a lot of pressure (sometimes too much) and when the client comes to the door they can be distracted by internal worries. (Due to their problems either on or off the job.)

A. The first two minutes are the most important- Its easy to be distracted worrying about job problems when you first meet the customer. Don't do it! When you are performing your Introduction and Ice-breaker Scenes with the client you must FOCUS on her and her emotions and concerns.

B. Get out your "mental squeegee"- Try very hard to wipe your mind clean as you drive up to the customer's home. He or she deserves your complete attention and your very best, no matter how many problems you've encountered during the day.

5. Parking and Exit Check-

Probably more negative Moments of Truth are caused each day by this scenario than any other. The service vehicle pulls into the customer's driveway and then the technicians inside leisurely finish off their sandwich or cigarettes as they lazily talk/ listen to loud/offensive music. Meanwhile, what's happening inside the customer's home? That's right, a curtain is moved aside as the client watches this sinister vehicle sitting in her driveway. This is a HUGE negative Moment of Truth!

A. Try to park in the street- If at all possible park off the customer's property until you can ask them where they would like you to park. This gives your client the all-important "*Illusion of Control.*"

B. Get out of your service vehicle immediately- If you must finish a sandwich or drink, do so before you arrive within sight of the customer's home. Remember, the curtain goes up when you can see the customer's home. If you must finish your lunch, etc. stop before you get to the clients neighborhood and do so.

6. Posture Check-

I'm always blown away by how many technicians shamle and slouch their way through the day. Remember, your Customer Stage Play begins the minute our company vehicle comes in sight of the house.

NOTE to management: The customer is always watching, including as your technicians get out of the truck. Again, most of these problems can be solved by "raising the consciousness" of your technicians. (Or maybe you really are working them too hard!)

