

Procedure: *Introducing Yourself at the Door*

Purpose: To give you a consistent “script” to use when introducing yourself, your coworkers and our company to a homeowner.

Overview: Any sales consultant, in any industry, will tell you the customer makes their buying decision (either yes or no) during the first two minutes of the presentation. Everything else is just “the icing on the cake.”

Much more than just letting the customer know your name the “introduction” is where you can get “ahead of the game” OR fall hopelessly behind. It all depends on what type of Moments of Truth (MOT) you give your customer. See how many MOT’s you can spot in this section.

Steps:

1. Before You Ring-

- A. Stand tall, stand proud-** You already know the negative, fearful, suspicious emotions the customer is feeling when she comes to the door. What sort of Moment of Truth does she encounter when she finds a Technician slouched against the wall or slumped down on the porch railing? That’s right. You’re an expert and have much to be proud of. Display it by how you stand and move!
- B. If someone is with you-** Have your co-workers stand behind you or down a step. Above all else you don’t want to give the impression you are crowding the door. ALWAYS stay at least three feet away from the customer to give the customer their “personal space”.
- C. Check the customer’s name on your paperwork-** Do you know how to pronounce it? Will you remember it to use it during your conversation? (Remember, Dale Carnegie said that “*the sweetest sound to a man is the sound of his own name*”!)
- D. Have your business card and clipboard in your left hand-** This way you’ll be able to smoothly hand your card to your client when they come to the door.

2. Ring and/or knock- Are we getting too picky here, even explaining step by step how to ring a door bell? We don’t think so. Take a minute and analyze how many possible negative MOT’s the following section avoids. Now, what do you think?

- A. Listen carefully for the sound of the doorbell-** If you can hear the sound of the bell outside, certainly the customer can hear the bell inside their home. So only ring once if you hear the doorbell. It is very irritating to be rushing to answer the front door and hear the doorbell insistently ringing again and again.
- B. If you don’t hear the doorbell-** Wait thirty seconds and knock firmly on the wall of the house. Then knock again after another 30 seconds.
- C. If no one appears to be home-** Discreetly check in the back yard and also call the office for further instructions. They will confirm that you are at the right house (don’t laugh, it happens) and possibly call the client at work or on their cell to verify.

3. **Waiting for your customer to come to the door-** Once again, think about the actors in a Broadway play as they wait to go on stage. You and your co-worker(s) should have the same intensity and the same focus as you wait for the front door to open.
 - A. **Please step back three feet-** Once again, this is to give the customer their “personal space” when they open the door. No one likes to feel “invaded” or “hemmed in.” Yet this can happen easily if you and your co-workers are crowded around the door.
 - B. **Don’t be “horsing around”!**- We want you to have fun on the job. But the initial glance the homeowner has of you even before she opens the door when she looks through a window or a peephole will influence her feelings about you during the rest of the job. Remember, *first impressions are lasting impressions!*
 - C. **Get serious-** Once again, let us remind you the next two minutes are the most important time you will spend at this house. We know you’re going to do a “good job” BUT good work on its own never made a Cheerleader. Customers become Cheerleaders based upon their relationship with YOU and how you handle the next two minutes will dramatically affect how your client feels about YOU! So get focused!
 - D. **Have your business card and clipboard in your left hand-** Calm, prepared, focused, with all your “tools” at hand, including your paperwork and business card. Also don’t forget to glance down once again at the customer’s name as you wait.
4. **When the homeowner opens the door-** This is it folks! Its show time! And this is where hundreds of thousands of technicians fail miserably every day on the Home Front. And its just so sad because it doesn’t have to be ... if you follow these simple steps.
 - A. **Make eye contact with your customer-** Rightly or wrongly, most people feel like “*your eyes are the windows to your soul.*” Customers feel that if you have a steady, direct gaze you are an honest, dependable individual. We know you’re a good person. After all, that’s why you work here. But remember, we’re dealing with the feelings of your customer here. They don’t know you yet. That’s why it is so important to “*look them in the eye.*”

If you’re nervous or feel intimidated it can be hard to look your customer in the eye. So always remember you are an expert, you’ve been invited to be here by the person opening the door and they need your help and guidance. Especially now that you have been trained in Value Added Service you have nothing to be afraid of!

NOTE: One other hint: It can be hard to try to focus on two eyes at once. That’s why we say “*look the customer in the eye.*” Not “eyes.” Try looking at one eye of the customer and then the next time you look at them switch to the other. But don’t get bogged down in all this. After awhile it will become easy to just make “eye contact” with your client.
 - B. **SMILE!**- Its incredible how many Technicians can go through a day without smiling at their customers. It is really very simple. You smile at your friends, don’t you? A “Cheerleader” is just a fancy term for the word “friend,” isn’t it? A Cheerleader is someone who likes you, who feels good about you and your work. If you want to make Cheerleaders SMILE at your clients. (If you don’t want to make Cheerleaders we encourage you to seek employment elsewhere!)

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So when the door opens look the customer in the eye and smile! Its that simple. Yet by these two little actions you are already way ahead of most carpet cleaning technicians.

5. Introduce yourself- We're continually amazed at the number of individuals that show up to work INSIDE customer's homes that knock on the door, look down at their feet and mutter something like, "I'm here to install your cable TV line." Then they wait to be invited INSIDE the customer's home. Think about it. As a consumer don't you want to know who it is you are inviting INSIDE your home.

A. Follow the system- We INSIST that you introduce yourself in the following manner:

1. "Good morning, Mrs. (Last name of your customer.)"
2. "I'm (your full name) with (Company name.)"
3. Hand the customer your business card.
4. "We're here to clean (list out a few of the areas noted on their work order.)"
5. "This is my co-worker, (full name of your fellow employee or employees.) He (or they) will be helping (briefly explain what your coworkers will be doing.)"

B. Why is the above sequence so important?- Why do we insist you follow the above steps EXACTLY? We want you to not only know what to do, but also the reasons behind our requests. So the numbers below correspond to the above points as we explain the "why" of each step in your "Introduction" Scene.

1. "Good morning, Mrs. (Last name of your customer.)" Always, always call the customer by their last name until she invites you to do otherwise. It is a sign of respect to call someone by their last name and of course we must not only respect our clients, we must display this respect.
2. "I'm (your full name) with (Company name.)" Please introduce yourself as "Bill Jones, with ..." Think about how your banker or lawyer introduced themselves when they met you for the first time. They didn't just say, "Hi, I'm Bill." No, they used their first and last name. You want to be viewed as a professional too, so use your first and last name.
Also remember to s-l-o-w d-o-w-n when you pronounce our company name. Sometimes your customer will have forgotten you were coming and will be a little "disoriented." So clearly and slowly give the company name so they can understand and remember their appointment.
3. Hand the customer your business card! Obviously if they extend their hand for a handshake you should do so. But normally we recommend "keeping is simple" by just giving your client your card.
. Professionals use business cards. That's why you have personally imprinted business cards. The office should have placed one inside the customer's *Job Folder* you have with you at the front door. However, you should also always have your business card case in your breast pocket, ready to hand them out to anyone interested in our services. (Please check your Operations Manual for our *Employee Referral Bonus* Program.)

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4. “*We’re here to clean* (list out a few of the areas noted on their work order.)” Same point here as #2b above. A basic principle of Value Added Service is to never make the customer feel stupid or embarrassed. A substantial number of your clients will have forgotten about your appointment when you show up at their door. By your explaining why you are there at the customer’s home it gives them time to “get up to speed.”
5. “*This is my co-worker,* (full name of your fellow employee or employees.)” Customers really appreciate knowing the names of every person working in their home. This introducing of your co-workers doesn’t need to take a long time. A few seconds will do it. But it a very comforting Moment of Truth for your customer.
“*He (or they) will be helping* (briefly explain what your coworkers will be doing.)” Remember this is a time of uncertainty and confusion for your customer. So anytime you can bring “order from chaos,” for example, by explaining what each person’s function is, is a positive Moment of Truth.

SPECIAL NOTE: Be sure to ALWAYS treat your co-workers with respect and courtesy while you’re in the customer’s home. It’s nice if you can like each other and have fun, but at the very least treat each other with dignity. It is an extremely negative Moment of Truth to be snapping and backbiting at each other while you’re working in front of the customer. (Actually the customer is ALWAYS listening!)

6. Let’s review your scripted introduction sequence:

(Don’t forget to SMILE and look your customer in the eye!)

- A. “*Good morning, Mrs. Smith.*”
- B. “*I’m Bill Jones with _____.*”
- C. Hand the customer your business card.
- D. “*We’re here to clean/ restore your* list out the areas.”
- E. Introduce your co-workers and explain what they will be doing in the home.
- F. You’re well on the way to Making the Cheerleader!