

H-11 The Post Inspection

Procedure: *The Post Inspection*

Purpose: Now is the time where you subtly bring the job to a conclusion and re-emphasize what a great job you have done. (And what a great person you are!)

Overview: This Procedure has been developed to avoid the Negative Moment of Truth of giving impression you are rushing away from this home to get to your next job. Next to the *Introducing Yourself* procedure, your customer will remember this time together more than anything else in your “on-location Stage Play”.

Steps:

1. Your Job Review with the client- Now you’re going to bring all of your hard work together and “wrap it up with a big bow.” This step is also where you can leave some very powerful Moments of Truth to your customer!

A. “Mrs. Jones, I’d like to review with you what I’ve done ...” Don’t skip this step. These are some of the most valuable minutes you’ll spend of the entire job.

1. Refer back to your work order you’ve made notes on as you walk the client back through the work you’ve done.
2. Be honest. If an area didn’t come out as well as you would like, point it out to the customer. Our company is founded on being honest and up-front with the homeowner. Give your client options on what more can be done, if possible, and the charges involved.
3. Don’t ever try to slide anything by a customer. If an area just hasn’t responded properly you can turn a negative into a positive by honestly pointing it out with “*an attitude of care and concern.*”

SPECIAL NOTE: Any time you give a price to a customer or make any other commitment, WRITE IT DOWN on the *Work Order*, even if the customer decides against having the additional work done right then.

In other words, don’t be a “Loose Cannon” out there. When you fail to follow through on a commitment you have made the customer, they blame us, the company, not you. If we are going to receive the blame, it’s only fair we also be in charge of fulfilling the promises you make. So write this stuff down so it can be followed up on!

4. Also point out areas that came out well. There is nothing wrong in a little bit of “surprised bragging” here as in, “*Wow, I’m really pleased with this area. When we did our tour together at the start of the job I was pretty concerned about this traffic lane!*”
5. Share maintenance information. This is a good time to give the customer tips on maintaining what you’ve worked on. Remember, you may be tired of us nagging on this point, but the customer should view you as an “expert consultant”, not just a “rug sucker.” What makes the difference? Your Three A’s! (Attitude, Appearance and Actions.)

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6. Cover yourself on any problems- You should already have pointed out any “pre-existing” concerns you have discovered, but this is a good time to review them with the client again.
7. Don’t forget to present the Additional Treatment Options to the customer at this time, if you haven’t already done so during the job. See the Selling Section of your Operations Manual for a complete Service System or look in On the Job under Protectant Sales. Plus don’t forget Selling Stay Beautiful in the Home. (Don’t forget, selling add-on services can dramatically increase your take home pay!)

B. If the customer isn’t home and can be called at work- You still need to perform this Post Inspection Scene. Here’s the steps to follow:

1. Check your Work Order to see if a Customer work/cell phone number is included (calling their cell is better) and the “*permission to call at work*” box is checked. If so, call the customer using the following script:
 - a. Clearly identify yourself, s-l-o-w-ly stating your name, company name and then say, “*I’m just finishing up in your home and everything looks great!*”
 - b. Then ask your Courtesy Question: “*Do you have just a few seconds to review the job with me?*” (Would you walk into a customer’s home uninvited? Are you sure? Then think about what happens all the time before you phone a customer!)
 - c. If the customer says yes, just quickly follow the steps above.
 - d. Remember the customer is at work, so be brief and to the point. Also be sure to clearly orient the customer as to where in their home you are talking about.

SPECIAL HINT: Any time you perform an over-the-phone Post-Inspection be extra careful to make detailed notes on your work order of the points you’ve covered with the client.

2. After reviewing your Post-Inspection points with the customer over the telephone you should also give them their carpet topical treatment options and prices. (Scotchgard, etc.)
3. You may also mention any other rooms and/or furniture that you have noted would benefit from cleaning.
 - a. IF the customer asks, you may quote your pre-figured prices you have noted as an option on the Work Order. Don’t forget, it is very important to pre-calculate the costs of all their options BEFORE you call the customer. Much of the time your customer will make an “impulse buy” IF you make it easy to do so! If the customer authorizes the work to be done, move the work price over into the final column to be added up and included in the bill.

SPECIAL HINT: If you want more sell-ups over the phone, (and it is very easy to sell over the phone) figure all of the customer options and then figure their new totals on a separate sheet of paper.

Most times the customer will be very open to having extra work done while you’re there in their home, but will ask, “*So what will my new total be with this option?*”

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If you're already prepared you'll sell the extra work (and make a nice Up-sell Bonus for yourself) and create a positive Moment of Truth for your customer.

- C. If the customer isn't home and you can't call them-** Be extra sure to fill out your paperwork correctly, including noting any pre-existing problems. If there are major problems, call the office before leaving the house for guidance.
1. Be extra sure to leave the home "just-so" to provide a positive Moment of Truth for the homeowners when they return.
 2. Leave all the paperwork on the kitchen table, (unless otherwise directed) along with your business card with a note written on it such as, "*Please call me with any concerns*" and your signature. However, do not write your home phone number on your business card. Why? Well, of course we want you to form a relationship with the customer. However, if there is a concern that arises, management wants to know about it and follow up instead of loading it onto your already overworked shoulders!
 3. Put the Spotting Chart on the refrigerator, held in place by our company refrigerator magnet. PLEASE remember to do this. Both the spotting chart and the magnet are essential Moments of Truth for our company and will help create a Customer Cheerleader for you!
 4. If there is anything requiring special follow-up by the office, be sure to write it on your Production Day Sheet.
 5. Finally, be absolutely sure you have read and followed all Special Instructions regarding locking up the home, pets, etc.

SPECIAL HINT: It's just a huge negative MOT if you, the Technician, don't follow Special Instructions on pets, locking up, etc. You can wipe out a credit balance in the Customer's Emotional Checking Account in a matter of seconds if you aren't careful here.

