

ACE Plumbing Service Manual



***Make \$100,000 in 6-12
months using our system***

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Chapter 1

How to succeed in the plumbing business without having a storefront.

Are we all interested in making more money and bettering ourselves? It was in our DNA to seek fuller expression to be more and grow. Thankfully now, you can be your own boss, set your own schedule. This short to the point e-book will teach you exactly and specifically how to sell yourself to qualified leads without having a storefront. The suggestion is that you read this at least 2-3 times. This e-book teaches you the physique side aspect of the business. This is the most important part because aside of servicing a plumbing call, you must plant a seed in everyone for your service so that the next time they call you or refer you to their family and friends. Understanding your clients and knowing how to think of yourself and them. Since you will not have a need to go out and look for work, now work will look for you. When your phone rings, qualified prospects will be interested in the services you provide. The only thing you have to do is know how to turn these leads into money.

The types of phone calls that you will receive.

Because the AcePlumbingService.com name was advertised using strategically smartest most efficient marketing strategies that work to make your phone number ring, just know that not all calls will be qualified calls. The name will be out there and as part of the selling process, you will receive plenty of calls that are qualified leads and are looking for over the phone quotes. For those offer in home estimates allowing a personal presence and a sense of urgency. But also some calls are from marketers looking to sell you products. These calls are unavoidable.

In dealing with marketers, my suggestion is to either ask to be removed from their call list or just simply hang up. Hanging up may seem rude but they are used to it since its part of their job. What you do not want to do is, let those calls anger or frustrate you. If you have ever worked for a large company that provides products and services, you should know by now that these type of calls are normal. Your franchise website will be marketed and your phone number will be out there. Since the phone number you provide us to post is publicly advertised on the site, there will always be marketers surfing the internet looking for leads to call on. Do not get angry or frustrated by these calls because this will put you into a negative state of mind. When you fall into a negative state of mind, negative things may happen. The very next call may be a qualified customer that really needs your services and since your in a negative state of mind, the client may feel this or may detect it in your voice. This may break the sales instantly.

Chapter 2

Intial phone calls

If you can't answer the phone, your voice mail should be a professional one. A generic "please leave message" or "caller not available" will not be professional and will not work so well. Something like "Thanks for calling, your plumbing needs are important to us so please leave your name and number and you will be contacted the moment received". If you answer the phone, you can say "Ace Plumbing Service how can I help you" or "this is my name, how can I help you". Do not say "hello", "yo" "what's up" this is not professional and this may instantly end the sale. Most phone calls will consist of two things, questions and answers. First listen to what the client needs, then provide to the point answer and if the job looks like something that you may be interested in, the first initial sale is to make an appointment. IN HOME or job site consultation is the first step in the sales process. You can screen the call by asking questions. Not all calls are quality. Calls If a client asks for a price on how much it will cost to do XYZ, the best thing to do is say you only can give on-site estimates. This will allow you to be there present in person and give an estimate with a higher chance you will get the job. After all, you're already there no matter what the cost. Either way, you can always negotiate price after the fact. Some plumbers may have a \$299.99 or a minimum cost \$199.99 minimum charge. It's up to you how you feel what you need to charge. Remember not to charge too little or under charge. The tendency to feel inadequate or not to pair with the big companies is an illusion and only a mental block set by you. Not all leads will be legit and some will be time wasters. The market is full of all kinds of leads, some may be real big jobs,

huge jobs, some too big for you to handle, some too small. The good thing is that your phone will ring with leads sometimes on the daily and sometimes less, sometimes you may go a day or two without a single call, or just marketer's call, then other times, you may get bombarded with 3-5 calls within the 10 minutes all good quality leads. It's interesting how the market flows. But as time goes by the number of calls will begin to increase since people refer other people. Some may look at your website today but the only bookmark it and may not call on you until a few days, weeks or months. Most, however, will call instantly or within a short period of time after looking at your site. But either way just like a leaky faucet the tub will get full and start to overflow.

Chapter 3

Managing large call volume.

Depending on how much you invest with us to make your business buzz, eventually, you will need an answering service company to handle booking appointments and filtering calls, especially marketers. Depending on how many zip codes you occupy, this may be suggested. A very good company to do this with is called www.inlandanswering.com another one is www.answerconnect.com. There are plenty of answering services companies online just Google "answering services". It's a great service and all you need to do is sign up with them and get an 800 number or 866, it does not matter. This number is just a phone number that all your calls will be forwarded to from your cell or business number when you are not able to answer your phone calls. At the other end of this 800 number is a virtual live operator who will answer the phone. We recommend for the answering agent to say "thank you for calling Ace Plumbing Answering service how may I assist your call", The good thing is you can make your own script and these answering service companies can guide you and help out with designing your script. A script is a set of words that the answering service people will see in front of their computer screen once a call is picked up by them and they will read your made up a script on their computer screen. The answering service script should be a short one, basically, they are there to answer your phone calls and set up appointments. Setting up appointments is easy for them since they can follow the SetMore.com application calendar URL that you will provide to them. This will be the same calendar URL online that will be in your franchise website. People will also be able

to book appointments directly online without having to call the number you provide in the franchise site. The good thing about the answering service is that if clients have plumbing related questions, the answering service provider are trained and will simply say " sorry but no one is available right now to answer that question, but if you leave a name and number, someone I will have our tech contact you shortly." Then the answering service agent will type in client questions or information they provide and email it to you instantly. You then get an email from the answering center with clients phone number and message statements, whereupon you can touch on your phone screen and be connected to a client instantly with information that you need.

Chapter 4

Why the answering service is better than voicemail?

The answering service is better than voice mail and will save a ton of time and make your franchise more professional and get you more leads. Some if not a majority of clients will not want to leave voice messages to a machine and will be delighted to know at the end of your number there is a 24/7 live operator to answer calls. Either way, these leads are captured and are convertible now versus without the answering service would have otherwise hung up and called on to the next plumber online. Cost varies between companies and usually is by the minute. Let's say you spend around \$200 in a month, with only one job that you get that you would NOT have gotten in the first place had not answered your phone will make it pay for itself. Most people now and days do not like talking to an answering machine. Some potential new clients that would have been greeted by an answering machine will otherwise just hang up and called the next number off the internet. At least if you're not able to answer your phone, your potential clients will now have a live person to talk to that can either set up an appointment and questions will be manually typed out so you can see in an organized fashion. This will pay for itself. In a few months, you will be busier running jobs and manage your time that answering the phone may become a difficult task. In the beginning, of course, you will want to answer all phone calls since you will be starting off and tasting your new franchise ability to provide leads.

Chapter 5

Answerconnect.com..VS..Inlandanswering.com

We highly recommend that you go with www.answerconnect.com first in the beginning. They are more expensive than www.inlandanswering.com but they are the ones that implement setmore.com automatically as part of their service. They also provide you with free assistance with the setmore.com set up. There may be a ton of questions you may have in the beginning that www.inlandanswering.com will not provide this service since they only provide minimum cost services and will only use the setmore.com calendar if you ask them to. But if you have questions involving the setmore.com setup or tweaking it, they will not provide assistance with this. Other advantages to answerconnect.com is that it is easy to understand online platform where you can write your own script and see its structure and tweak it as you wish and get more involved. This will help you with the customization of your answering service script. All calls as long as you're a paid customer will be free and someone will always answer the phone to help you with questions about setting up and setmore.com. Another good thing about answerconnect.com is that they use the SetMore.com program for booking appointments. Visit www.Setmore.com and download the app it's a free schedule management system which is used as your schedule online in the franchise website.

Chapter 6

Setting up setmore.com

Set up an account username and password and follow prompts. Initially, use your PC for setting up your own schedule timeline in the Setmore.com. Time slots between measures, off times, etc...You can even upgrade and sync it with your Google calendar or outlook calendar. The free phone app you simply download it on your phone and follow directions. I highly recommend getting this answering service. answerconnect.com is probably more expensive one, but the most helpful. inlandanswering.com is less expensive but unless you are seasoned enough to know the difference, if would suggest answerconnect.com in the beginning. After you have honed in on the setmore.com process, you can always get better pricing on the answering service from inlandanswering.com Or if you have a spouse or trusted the partner that will do all phone answering then good, either way, these are options available for when your phone starts to overtake your flow. Being responsive makes you look even more professional. The best way to make the most money is to get the most estimates in a single day as possible. This will open up the next day for even more estimates. An average flow would be 2-4 estimates a day. Depending on the volume and a number of zipping codes you occupy. Remember the hardest thing for a plane to do is to take off. A very large volume of concentrated power and energy is spent trying to get a jumbo jet off the ground. But once it becomes air born less energy is spent flying it and the sky's the limit.

Chapter 7

How to sell.

The first thing you have to remember is that there is a psychology to selling. Most people talk too much and think that the more they talk and fill the clients head with information, the more they will impress the clients the more likely they are to sell. This is absolutely false. The fact is that all clients have reasons and different reasons for choosing service providers. But first, before we get to this let's cover some of the most important factors that are involved before you walk into a client's house. The first thing in selling is showing up at the appointed time. Do not be late. Being late to any estimate is starting off with the wrong foot. Always enter in an address to your GPS and see how long or far off you may be from clients home. Give yourself time to make it on time. If you think you're going to be late, call ahead of time. Some clients live off schedules and missing one is an instant sale destroyer. When it comes down to it the selling process begins with...You First and far most start with you and make an inventory of your self-image. What you look like matters. Now I am not saying you have to look like a model and be a certain height or weight to be able to sell. The truth is that looks matter in a professional way. Let me explain. If you walk into clients home with your shirt tucked out, shoes untied, hair all messed up, smelling like a wet puppy and the onion fajita taco you just ate plus if you smoked a cigarette for lunch on the way over there, already you may have lost the sale. Unless the competition looks worst and less professional, looks matter. I remember once buying roofing services from a company that cost more than the others did but the contractor

that went to give me an estimate had some sort of fragrance on. The other 2 contractors were not as groomed and one of them had very dirty shoes. The one that smelled like old spice (not my preference) but smelled like something other than armpits, got the job. His fragrance got implanted into my subconscious mind and I remembered that contractor a more professional presentation than the other two. If one cares enough about themselves then that makes them top quality. Do not see your self-lesser person and think fragrance and good clothing presentation does not apply to a plumber. Remember if you look good, you feel good, if you feel good you do good, if you do good then you get paid well. You are quality, you are high quality, you are deserving of quality pay. Well groomed, well dressed, well persona (well fragrance) = 100 % professional. This is known as is a subliminal message or in other words a subconscious message. Once you perform the job any other plumber would have done anyway, people will remember you and refer you to others because they will say you were professional.

Chapter 8

The right selling mindset

It recommended you carry a backpack with selling clothes preferable a white polo shirt with the logo on the left or right side of the chest. Once you and the customer decide on an in between price then change to work clothes. After you can change back into your white CEO feeling selling a shirt. A first impression starts off with visualization or image. Looking clean, white and like a real pro only increases your price tag. The only difference between you and all other high dollar charging companies is this, THIS is the only difference. Self-image is the difference and the key to success. How can you possibly charge more for your services if you do not look or resonate success? NFL superstar Deion Sanders said in a tweet "You look good you feel good, you feel good you play good, you play good they pay good, they pay good you live good, you live good you thank God for it all!

TRUTH" Notice the fundamental foundation started out with "U look good u feel good" But look closer into the "look good" part and how by changing this alone will start a snowball effect that will change your life. By dressing clean and smelling good even wearing the most comfortable undergarments so you feel comfortable inside and can reflect the way you feel outside. So is within as is without. The only difference between a small company compensation and a so-called big company compensation is the limit set on it by its owner. You don't have to have the expensive looking van w a giant logo on it to feel big although if you do then it only means that you already must be charging well for your services. There is an old saying that goes with selling anything in business and it

says never sell out of your own pocket. Never sell out of your own pocket means that even though your a plumber and the task you are performing is super easy and maybe super fast and that even though you might have only driven just around the corner a few minutes from your house, doesn't mean that your not providing a customer with valuable service that you know how to do but you have paid the price to know how and that in itself is truly valuable.

Michael Angelo .

Consider this Michael Angelo was sitting in a restaurant one day and was in his final years. On a napkin, he was doodling and drew something magnificent on it that a lady sitting beside him got to notice it. Upon Michael Angelo finishing up his meal he quickly crumbled the napkin up and tossed it in the trashcan. At this point, the lady asked if she could have it since he was throwing it away. Michael Angelo picked up the napkin and asked for her to give him \$1,000.00 for it. She replied in shock that it had only taken him but 5 minutes to draw. Michael Angelo replied to her "no lady you are wrong about that since it did not take me 5 minutes to draw this out, it took me 60 years". Then he placed the napkin into his coat pocket and headed out the door. The lesson in this is that you value you and you can put whatever price tag on yourself that you choose. It might as well be a nice one.

Chapter 9

The initial person to person contact

The very first moment a client opens that door and is seen by the client smile and say "Hi my name is XYZ and I'm here to help. Hand them a business card and here is the big one,..Do not shake hands UNLESS the client reaches out their hand to shake hands FIRST. Some people are not the "handshaking type" and that's ok were all different but don't make the mistake and automatically assume that they are hand shakers. For those that don't hand shakers, reaching out and obligating them to shake hands may bother them and the sale can be jeopardized. A normal handshake is nothing too tight, or too weak. A weak handshake for some people will translate to their minds as "you are not to be trusted".

Listen

This is where the selling process becomes a process not just talk their ears out about benefits and medals of your services. You see, every single customer automatically assumes that your service is of value and quality otherwise you would not be going out of your own way to be there, and they would have never had picked up the phone to call you. In the next proceeding chapters, we will cover what are the 3 main real reasons all clients buy products or services no matter what it is. As a plumber, you will always carry parts and items that people will need always in repairs like gaskets, rings, and the likes. You are to sell these items at a markup since you have gone out of your way to get them there. This premium is on top of your service price that you provide. You will be surprised that all reasons are emotional, covered

up, hidden or masked by logic. Clients all buy for different reasons not for your own reasons. One of the biggest mistakes a mature sales people (here we use the words sales because you are the salesperson first before you are a plumber when running a business) make is trying to make clients buy products or services for their own reasons rather than for the client's reason. Our job is to discover what are the reasons that clients are wanting to buy and sell them your product or service for those specific reasons.

1. Being better off.

Clients want to buy products or services because they feel that without them they won't be better off. Clients are not concerned about what the product or service is but what it DOES. Your client will always think "what's in it for me" about your product or services rather than what it is. Most sales people will want to talk about their products and service features instead of listening to the client to find out what it is they are thinking about what it is they want the product or service to do.

2. Money and Security.

People will buy a product or service if they feel like going with you will save them money. But along with that is security. If people feel like with you, they will get the security of a well reputable company product or service (you look clean and professional translates the security aspect subliminally), they will buy. Showing people the most popular products (security) for a most reasonable price (money) are reasons clients will buy. Showing people pictures of your

installations for reference and explaining (security) a picture they can see that will assert quality or (security), a recommended written letter of a previous client that was happy with your service. This is called a letter of recommendation. (security) This sense of (security) and assurance in quality (security) must come at a price (money). Since everyone is looking for the most bang for their buck (money) or the best deal (money) and you are the one that looks like a true professional (security) and the service you are providing is at a reasonable price (money) then price becomes less of an issue = more money for you.

Chapter 10

Money vs Value vs Price

Now when I say reasonable price, I don't mean sacrificial. I do not mean you have to offer your product or installation services at dirt cheap prices, this would be unpractical and will actually hurt you then do you good. There are two types of clients when it comes to PRICE.

1. The reasonable price seeker.
2. The super dirt cheap price seeker.

If you are going to waste your time and energy and work for minimum wage type prices set by you then you may lose out on the money that clients would have paid anyway, and you will begin to bring that type of energy towards yourself. Your mentality of what your worth is important here. Reason being is that in the beginning, you may have the tendencies to charge less than what the market is charging. The truth is, people, care more about "who" is doing the job, versus what it will cost them. As long as your price is reasonable clients will buy. Dirt cheap price seekers won't go with reasonably priced services anyway so do not worry about or start this dirt cheap price movement that will turn back to hurt you. The market moves in waves, once you are hit with the wave of being real busy, the jobs you charged cheap will seem like daggers into

affecting your mentality of being cheap and here is the type of energy that will manifest. you will be surprised a number of money people will have paid anyway over the amount you charging, had you charged it in the first place. You must believe that you're worth more than the competition. If you fail to land on the high note mark, at least do not land on the low note mark. In other words, do not underbid yourself because you will miss out on the high price a client would have paid you anyway. You can always go back and renegotiate price when you see fit. Only if the price is an issue is it then that you start to offer discounts. The discount only when necessary discounting your price in of itself is an art. A discount most people think means %30-%40%-50% off. This is not true at all. The fact is that by offering the standard 5%- %10 off your already reasonably priced service (which was marked up by 5-10% anyway) should be more than enough. The average client seeking a discount only is seeking one to feel like they got the advantage of a discount or the last word. Some clients are the type that even though you may have been the lowest price point bidder, the fact that you said "NO DISCOUNT" is a blow to their ego. For this reason alone might be the sole reason they won't give you their business.

Chapter 11

The truth about discounts, do's and dont's

Satisfy their egos by accepting to offer a discount, but remember to make it a minor one. After all, a discount is a discount no matter how much. And the offering a just 5-10% off says that you truly value yourself and the service you do and that this high price your charging **MUST** be what it's worth. If a lawyer can charge \$250.00 an hour why can't you. In the moment of emergency need, you are worth this much or more to any client needing service if it means peace of mind to them. Remember it's not the service you're providing it's what it does. And what does it do? It provides peace of mind (security) at a reasonable cost (money).20/80 rule brings big projects.The Pareto principle (also known as the 80/20 rule), the law of the vital few, or the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes. Bigger projects are the ones were most interested in since about 80% of your clients will produce about 20% of your income. This means that 20% of your income will generally come from an overwhelming 80% of your clients. This is good to know since we can focus on the 20% of clients that are bringing in the 80% of the income. Big jobs that translate into big dollars is what you should focus on. You can delegate smaller jobs for a % cut or a fee if you do not have a big company. Either way, the jobs that are paying \$5,000.00 -\$10,000 are the ones that need the greatest service and focus. Smaller jobs are important too since out of great service to a small job, comes a big job later thru a

referral from clients that have had a good experience. The main thing is to keep a look out and pay special close attention to the big jobs, the profitable ones. The 20/80 rule is called the Pareto principle is something that also governs most of life. at the University of Lausanne in 1896, as published in his first paper, "Coursed'économie politique". Essentially, Pareto showed that approximately 80% of the land in Italy was owned by 20% of the population; Pareto developed the principle by observing that about 20% of the peapods in his garden contained 80% of the peas. The good news is that now you have the power in hand since we already did 80% of the work for you and were able to franchise it or put it in a package that can be duplicated and shared through out the ages. We hope you found this manual inspirational and that it empowers you to take a leap of faith. The number one thing one must have in order for prosperity to engage ones life is the foundation of faith. This is the followed by massive action. The action one takes makes no difference in what direction because any direction even the wrong way is better that not direction or no action at all. Remember you can always correct yourself in direction but you have to first take that one first step. Dr. Martin Luther King, Jr. once said "Faith is taking the first step even when you don't see the whole staircase". Of course let's not forget what Ralf Waldo Emerson said "Do the thing and you will have the power". An example would be if you want the energy to run, do the running start to run then the energy to keep on running will come. Till then see Good bye, Good luck and God speed,

All the best