

“How can I develop ‘Cheerleader adjusters’?”

The **Vision**: Do you lust after ...

- Delighted “Cheerleader Insureds” that cooperate and (almost) never complain!
- Or even better “*Cheerleaders on Steroids*” that post glowing online reviews?
- How about creating Cheerleader Adjusters that FIGHT to get you on their losses?

The **Problem**: Most Insureds won’t refer your company OR praise you to their adjuster.

The **Solution**: You (and your employees) must “*build a bond*” with the Insured! Huh?

That’s right- to create Cheerleader Insureds (and Cheerleader adjusters) you must tap in to the “80% Principle”: **“80% of how the customer decides if you did a ‘good job’ or a ‘bad job’ is based on how they FEEL about the person actually doing the work!”** A no brainer- Right? But how can you make this happen “down in the trenches”?

The quick**FIX**: A simple checklist that consistently guides your techs’ relationship with the client.

Of course, this one page “Moment of Truth” outline isn’t going to make you into a Cheerleader expert. To learn this stuff in-depth (and to implement it into the fabric of your company) you’ll just need to attend our [Strategies for Success](#) seminar!

[Steve Toburen](#)

If you like this Checklist, you’ll love *Strategies for Success*-

Invest 5 days with Strategies for Success (SFS) and you’ll gain **years** of experience in measuring your financials, creating a marketing plan and building a true infrastructure in your business.

Do you struggle with any of the challenges below? Then just click for the solutions!

Remember, this is just a taste of the proven “Success Resources” SFS will give you:

- [Sick of being “on-call” 24-7 for water damage losses?](#)
- [How to best use Fire and Water Damage Restoration “progress photos”](#)
- [Finding temporary restoration workers](#)
- [Cleaners AND restorers: Sell more protector!](#)

There is no other program like SFS. Interested? Call your Jon-Don rep or follow these links:

- [Frequently Asked Questions about SFS](#)
- [Why should I invest five days of my life to attend SFS?](#)
- [Here is what you will learn at SFS- day by day.](#)
- [Skeptical with all the "snake oil" out there? Read what our members say...](#)
- [Read these SFS Member "bios" of what happened after SFS!](#)

Remember, SFS has transformed the lives of almost 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

[Steve Toburen](#)

"Moment of Truth" Restoration Checklist

INTRODUCTION

- a) Check grooming/paperwork/your business card and customer's name.
- b) Have your team members lined up and visible to the client.
- c) Ring bell, step back 3 feet from door and FOCUS! (An "attitude of care and concern".)
- d) "Good morning, Mrs. (client name). I'm (full name) with (company name)."
- e) Hand customer your business card. (Write your cell number on the back of card.)
- f) Introduce each team member by full name and their work assignment.
- g) Each employee should greet the customer by last name. "Hi, Mrs..."

1. ICE BREAKER

- a) Make a brief and sincere positive comment. (House, yard, neighborhood, etc.)
- b) Refer to clipboard: "I see we're here to ..."
- c) Lay down door mat and wipe feet. (If appropriate use shoe covers.)

2. CUSTOMER INTERVIEW

- a) "Please give me a tour of the damaged areas and show me any special concerns you have. And while we're doing this can our crew start setting up?"
- b) LISTEN carefully, take notes and Immediate Action. (Hang tags, direct employees, call office.)
- c) Ask your Interview Questions:
 1. "Where did the fire/flood start?"
 2. "What burned/what type of water was it?"
 3. "How long ago did this happen?"
 4. "Do you have any 'special possessions' you are concerned about?"
 5. "Is there anything you would like us to work on first?"
 6. "Do you have any questions for me right now?"
 7. "Let me review your concerns. Have I missed anything...?"

3. PLANNING THE ATTACK

- a) Map out the restoration in a simple manner. "Here's what I suggest ..."
- b) "Here is what we'll be doing to protect your home/possessions?"
- c) Ask permission to proceed: "If it is OK with you we'll start first in the _____."

4. RESTORATION PRESENTATION

- a) Set up tools and equipment. (If client shows interest explain what each item does.)
- b) Do a "Quick Demo" of our restoration process. Do a before/after on items of special concern.
- c) Explain our restoration procedures. (Chem sponges, residue removal, deodorization, etc.)
- d) Show and explain paperwork re: supervisors checking/initialing all work. (Room sheets, etc.)

5. POST INSPECTION

- a) "I'd like to review with you what we've done today." Display paperwork.
- b) "Here is the next step in the process." Be sure to follow up with office on commitments.
- c) Communicate...communicate...communicate with an attitude of care and concern.
- d) Call at work if box has been checked on Job Order.
- e) If customer can't be reached leave daily paperwork in a designated area.

6. THANK YOU AND GOODBYE

- a) Review payment terms/responsibilities with customer. (They should contact their insurance.)
- b) "Mrs. _____, I've really enjoyed meeting you even under these 'unhappy circumstances'! If you have any questions at all just call me. Do you still have my cell number? We really appreciate your business and IF you are happy please tell your insurance agent and adjuster that we did a good job! Goodbye."