

## “How do I train techs on customer service?”

The **Vision**: Do you want ...

- Less customer complaints?
- Happier employees that make more money and love what they do?
- Delighted clients that become Customer Cheerleaders?

The **Problem**: Your typical technician is clueless on the “Emotional Dynamics” of working on-site in a customer’s home or business! Simply put, your clients feel invaded, vulnerable and VERY afraid when they have a strange worker on their premises.

The **Solution**: Pre-orient and train all your employees with this Value Added Service outline. This “Initial Value Added Service Pre-training” procedure gives you (or your new employee’s supervisor) a step-by-step guide to pre-orient your employee on the hidden (and usually negative) customer emotions confronting them on the job. NOTE: You can also adapt this outline to get ALL your current employees up to speed with Value Added Service.

The quick**FIX**: A step-by-step outline that trains your techs how to “*Make the Cheerleader*”. Of course, just one training outline isn’t going to build a complete “Business Infrastructure” for you. To receive the complete 1200 page SFS “Business in a box” (AND our 3,000 page USB “*Business on a Flash Drive*”!) you’ll just need to attend our [Strategies for Success](#) seminar!

[Let me know how this Production Day Sheet works for you!](#)

[Steve Toburen](#)

### **If you like this Orientation 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 truly lucrative, “real” 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:

- [Five bucks to get started off right with your cleaning client](#)
- [This economy is killing me. How can I survive?](#)
- [How can I stop competing on price in residential?](#)
- [Why can’t I make a profit? Finances scare me.](#)

**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*

Procedure: *Initial Value Added Service “Pre-training”*

Purpose: To give a new employee the fundamental understanding of what Value Added Service is and to orient them on its importance in our company.

Overview: While Value Added Service (VAS) concepts are woven throughout our Fast Track Training program, VAS needs and deserves to have it’s own “place in the sun”. This personalized orientation is also designed to build rapport between the owner/manager of our company and a new hire and create a positive Employee Moment of Truth. In other words, as a company we need to “win over the mind and heart” of the new employee.

Steps:

**1. Who should perform this VAS orientation?** While our company has one or more Training Officers to perform the Fast Track Technician training, this VAS pre-training should be done by the owner or manager. This will both emphasize it’s importance in the mind of our new hire plus get them off on a right foot with the company.

NOTE: It will be tempting for management to “delegate” (shirk?) this responsibility. After all, there will always be more urgent and pressing matters than sitting down and spending an hour or more with a new employee. But it is imperative that a new employee be started off right and the person to do this is the owner or manager. Period.

**2. When to do the VAS orientation?** The orientation can be done on the employee’s first day at work or even before he or she officially reports for work. It can be at the office or the manager can meet the employee for coffee or lunch at a restaurant. The important thing is for it not to be put off. Rather, we want the new hire to start off with the Value Added Service vision.

**3. Remember to set the new employee at ease.** Welcome the employee with a smile and a handshake. Suggest that both of you start your relationship on a first name basis. Thank them for making the choice to work in our confidence. State that you view their trust in us to provide for their future as something very important. Offer them a soft drink, coffee or water. Explain that likely they are nervous and that frankly so are you! (Smiles all around.)

**4. Goals for the VAS Orientation.** Remember that this conversation is not a rigid “theater piece.” The manager conducting the orientation will need to be sensitive to the employee’s state of mind and emotional state and maturity. You only have two goals:

**A. Thoroughly orient the employee on what VAS is and it’s importance in our company.** Virtually every employee we have now (including our VAS “stars”) were ignorant of Value Added Service when they first came on board.

**B. Build a relationship with the employee, thereby increasing his or her comfort level within our company.** Employees come to us because they “need a job”. They stay for many complex reasons but a main motivator to stick around long term is feeling both loved and appreciated. It is imperative we start this ambiance right away.

**5. Getting to know each other:**

## Technician Orientation

- A. **Breaking the ice.** Spend a few minutes “chit-chatting” with the employee. Are they married, have children, ages, etc. (Remember that now they are officially hired you can legally ask these questions!)
- B. **How we each define “success” and how the employee defines their success.** Explain that while you do not want to pry our long term employees view their career with us as a tool to achieve their definition of success. “So since we want you to stick around with us it will help me to know what your vision of “success” is in your life. Sound reasonable ...?”

**NOTE:** Many times here the employee will be “tongue tied” at first. After all, they’ve probably never even thought about this stuff and certainly have not verbalized it before, especially to a stranger! So give them time to “get up to speed” by sharing what your dreams and goals are and your vision for the company. Then very likely they will share with you too.

Your goal here is to have an exchange of ideas and improve communication since this is what friendships are based on.

- C. **Goals.** Very likely a new employee, especially a technician, may never have thought about their long range goals. It is crucial for us to create ambition and ambition is kindled by the steady progress toward attainment of a GOAL! If you can help “kindle” the new employee’s thoughts of his or her future they will then listen to you. This will lay the framework for the employee to see the big picture.
  - D. **Sharing time.** After the employee (probably with some coaxing on your part) shares his or her goals, then you can explain how our company can help them achieve them. (Do be careful to not set up unrealistic expectations on the employee’s part.) You may also offer your personal assistance/counseling with any personal or professional problems they may encounter.
6. **Value Added Orientation.** “Simply put, we are not carpet cleaners. We are ‘extra-ordinary’ service providers who just happen to clean carpets as part of a process to achieve our Desired End Product- which is a Cheerleader Customer! But you probably would like some definitions ...” (Take a deep breath and smile!)

**A. Word definitions:**

1. extra: “Over the top, remarkable, additional, beyond ...”
2. ordinary: “What is expected”.
3. service providers: “An individual who solves the client’s perceived problem AND makes them feel good about the process.”
4. Cheerleader: A loyal client who is so blown away by our level of service that he or she will go out of their way to promote our service to others.

- B. **What does this mean to you?** “To find success in this company you must become a person who is focused on going “above and beyond” the customer’s expressed base-line expectations. We call this philosophy Value Added Service.”
- C. **How do you do this?** (It may be a good time to lighten the atmosphere a bit here with some light humor.)

## Technician Orientation

1. “It’s easy to give this Value Added Service. Let me give you our Customer Service Manual.” This Customer Service manual should be a 3” binder stuffed full of pages with only one statement written in the middle of each page. “Do the right thing”.
2. Silently watch the employee page through it. Assuming you have hired an employee with a good sense of humor there should be some chuckles here. (If there is no laughing going on you may have made a bad choice on hiring!)

**D. Time to get serious.** Use the “Customer Service Manual” as a prop-

1. “I know you want to do the right thing. But our new employees don’t really know what the right thing is. Remember that we must focus on the needs of our customers. What are they?”
2. Technical need- Clean carpet, etc. “You will find this is the easy part. We will be teaching this stuff to you with our Fast Track Training system and your personal mentor who we call a Training Officer. If you really focus you’ll learn much of what you need to be successful technically over the next two weeks.”
3. Emotional needs- “Even if we ‘perfectly’ clean the customer’s carpet it would not come close to meeting the customer’s ‘relational’ needs. A relational need is the desire to form social bonds with those we come into close contact with. Will you come into close personal contact with people? Absolutely. We work in our customer’s homes and you don’t get much closer than that! How you ‘manage’ the relationship with your customer will define your success in this industry.”
4. Don’t be nervous or discouraged- “Fortunately, human nature is on your side.”

The above Procedure was taken verbatim from our 400 page plus Strategies for Success Operations manual developed specifically for the carpet cleaning and restoration industry. Would you like to purchase your very own copy? You can’t! You have to EARN it. You see, the only way to receive a copy of our SFS Operations manual is INVEST five days and attend SFS and then you get the Operations Manual, along with over 500 pages of more information absolutely free!

Please read my “SFS orientation letter” below for more information about this life changing opportunity. (And don’t forget to call Jon-don (1-800-400-9473), write me at [stoburen@homefrontsuccess.com](mailto:stoburen@homefrontsuccess.com) or [go online](#) for a short video about SFS.)