




SERVICE & MAINTENANCE ROUNDTABLE:
4 New Guidelines for Success

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Our Plan for this Roundtable

INTRODUCTION OF 4 GUIDELINES 10 Minutes

DISCUSSION AT YOUR TABLE 45 Minutes

PRESENTATIONS BY EACH TABLE 45 Minutes

SUMMARY OF YOUR CONCLUSIONS 10 Minutes



**Service & Maintenance Roundtable:
 4 New Guidelines for Success**

- Create Consistent Business Experiences **40%**
- Nurture Every Business Relationship **30%**
- Share Teachable Business Data **20%**
- Explore Logical Business Expansion **10%**

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1. Create Consistent Business Experiences

Consistency, not
"excellence."

*Consistency
eats excellence
for breakfast.*

Business Experiences:

- Customers (CX)
- Employees (EX)
- Distribution
- Designers
- Others

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2. Nurture Every Business Relationship

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Business Relationships

CRM – *Customer Relationship Management*

- Relationships v. Transactions
- Relationships =
The sum of all Transactions.



Mutoscope

2. Nurture Every Business Relationship

- Customers (CX)
- Employees (EX)
- Distribution
- Designers
- Others

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3. Share Teachable Business Data

"Without data,
you're just another person
with an opinion."

W. EDWARDS DEMING

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3. Share Teachable Business Data

FINANCIAL DATA

- Revenues
- Profitability
- Receivables*

*SHOULD BE MINIMAL

NON-FINANCIAL DATA

- Customer-Base Statistics
- Pull-Through Sales
- Attachment Rates
- Recurring Revenues
- Client Referrals
- And more ...

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4. Explore Logical Business Expansion

- A reminder of the advantages of dealing directly with the owner of a facility.
- It's easier to sell something new to an existing customer than something new to a new one.
- Careful growth opens opportunities to add new talent to your service & maintenance business.

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Service & Maintenance 4 New Guidelines for

*Include your
yeah-buts!*

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Read about "Service & Maintenance"
Monthly in **ELECTRICAL CONTRACTOR**

SEND YOUR IDEAS FOR NEW SUBJECTS TO:

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