



PUNCTUALITY

Arriving to the job **on time** or **in time** is a basic part of being a Professional. Clients have busy schedules and when they make an appointment for 9:00 am that does not mean 9:15 am.

Arriving on time is the first signal or **RESPECT** we send them. It is the first signal to them that **OUR WORD** can be relied on, which makes them relaxed about having chosen us to do the work. It is the foundational part of building a **GOOD IMPRESSION** about **our** overall commitment to quality service.

When we arrive **ON TIME** we communicate the following to the Client:

- we Respect you
- We Respect your Time and your day schedule
- We respect your other obligations
- We respect the fact you **CHOSE US** to do the work
- We take our job seriously from the very beginning
- We are disciplined enough to show up on time which suggests we will do good work also.
- You can relax, you hired professionals
- This may end up with a 5 star review

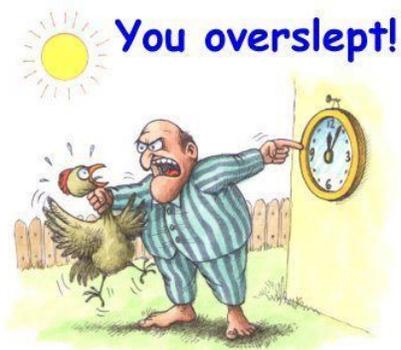
When we **DON'T arrive on time** the Client may receive the following impression:

- They don't Respect me
- They don't respect my time
- They don't pay attention to details
- They don't take the job seriously
- There are things more important than our agreement
- Their word is not solid
- The performance started on a poor note so maybe the work quality will also be poor
- These guys don't give me a good reason to relax
- Maybe I should have hired someone else
- I better watch their quality more closely
- It will be harder to give a 5 star review.

Please understand that The Client is the most important part of the Marketing Strategy. Their contentment with our performance will one day transform into an opinion they will share about us to other people. This is **Word Of Mouth** - the most powerful marketing tool that can bring more business or deny us more business. If we are late , they may out of politeness say that “it’s ok”, but statistically they won’t be really able to happily rave about our complete performance. We live in a world where people are more likely to talk about what did not go well because that is what **stands out** and more likely to overlook so many things that **went right**. This is not theory - These words come from the experience of Thousands of Sweeps and Hundreds of Installations. You may spend an extra 30 min to super-clean their chimney, but if you made them late for a doctor’s appointment, they will remember that.

Here’s some examples of how our lateness can have a big impact for the Client:

- They drove all the way from Reno to open the Cabin just for us, we’re holding them up in a cold house.
- They need to drive back to the bay area that day to miss the traffic (we’re going to make them stuck in traffic for hours)
- They have a doctor’s appointment right after we leave
- They scheduled other contractors right after us , carpet cleaners, housekeepers etc. they have to deal with
- They need to pick up kids from school
- They want to go Golfing, shopping, work....etc etc.



IF WE ARE LATE

Life happens, we cannot control everything,
here is what to do:

1. As soon as you realize you won't be there on time **CALL THEM** and leave this **MESSAGE** if no one answers:

Hello Mary, this is "JOHN" from Tahoe Chimney and Fireplace. My schedule shows we have an appointment at 1 o'clock today. I am calling to let you know that unfortunately we are running late and I was wondering if arriving at 1:30 would still work you. I apologize for the inconvenience, we are doing our best to be there as soon as we can, thank you for your patience, have a good day"

NOTE: you may provide a reason if it is something beyond your control, for example: The rain/snow has slowed us down, the construction on hwy 89.

DON'T say: we started the day late, or we misread the schedule.

Don't use any good or bad reason into an Excuse, always OWN the delay

2. After you left a voicemail message send them a **TEXT** :

Hello Mary, this is "JOHN" from Tahoe Chimney and Fireplace. My schedule shows we have an appointment at 1 o'clock today. I am calling to let you know that unfortunately we are running late and I was wondering if arriving at 1:30 would still work you. I apologize for the inconvenience, we are doing our best to be there as soon as we can"

3. When you arrive:

- After you introduce yourself say "I am sorry we are late"

This communicates that you **acknowledge** and **own** it.

- Don't make excuses, Humility always goes further.
- Try to measure their discontentment, if it's noticeable you may need to offer a discount at the end of the service to rebuild their overall satisfaction. \$20 OFF should be a sufficient gesture.

In Summary, even if you are a **little bit late**, but call the Client to let them know, it can make their day that you communicated and **you care** enough to make the phone call. Sometimes this will make them happy about hiring you for the job even before you arrived or did anything! This is good foundation of building a **relationship** that we want to end with **repeated business and referrals**. Treat each new job like you're on a First Date. You wouldn't want to be late to a first date would you? After all, it's 2 strangers who don't really know each other that well, make an appointment for a specific time and place and their minds are in a hurry to make a assessment if there ever will be a second date.

Special note for the first jobs of the day:

After you took the above steps TEXT the following code to the Manager:

121, 930 - this means: I successfully connected with the Client about being late, they are aware of it (answered the call or responded by text) and approved an updated time of arrival of 9:30

120, 930 - this means: I left Client a **Voicemail and a Text** about the new time of arrival of 9:30, but have not heard from them.

This gives the Manager the ability to see how this may affect the rest of the day, other jobs and Clients, if we have room to add more jobs that day or maybe even affect the rest of the week's schedule.

(signature)

(date)