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Warm Thoughts Communications, the country's largest marketing firm focusing exclusively on the home comfort industry.

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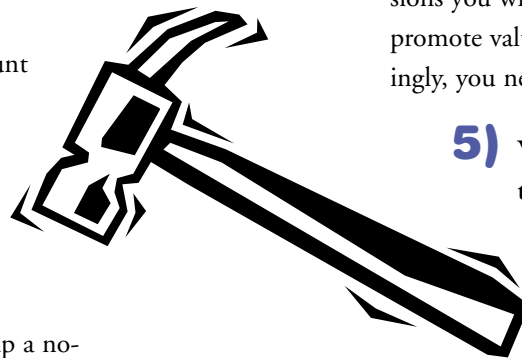
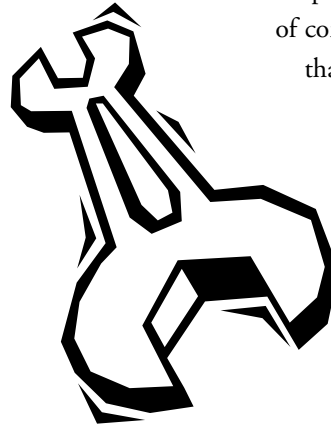
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Maximize Your Tune-up Opportunities

How you schedule, perform and market tune-ups can have a big impact on your business. Tune-ups can open the door to service agreements and equipment sales, and serve as a foundation for your relationship with a customer. Here are some tips to help you maximize your opportunities.

- 1) Educate your customers.** The main reason customers don't schedule tune-ups is because they don't think they need them. Tune-ups can save them money, extend equipment life, eliminate grief and possibly even save lives. But it's not like they can see their system becoming inefficient, or observe the safety problems developing. For some people, that means it's not an issue.

Take a lesson from the car service and lube oil industries. They focused their efforts on convincing car owners they needed an oil change every three thousand miles. Now, it's an automatic for many people. Discount tune-up offers on post cards may stimulate some people, but they won't penetrate the non-believers, or make a yearly tune-up a no-brainer. You need to educate your customers again and again about the benefits of regular service.



- 2) Promote your tune-ups well before the peak season hits.** Why advertise only during the time you have more work than your staff can handle? You will only frustrate your staff and your customers.
- 3) Remember, you catch the fish you bait for.** Does your tune-up advertising focus on price instead of value? The majority of companies in this industry use ads that say something like, "Tune Up Special for \$X." We bait with price and then wonder why our customers are so price conscious. Try baiting with value first. Find ways to distinguish the quality of your tune-ups from competitors'. Make sure your marketing letters and brochures drive this quality point home!
- 4) Standardize your tune-up procedure.** Ask your techs to write down their tune-up techniques. You will be shocked at how many different versions you will see. If you are going to promote value, and get paid accordingly, you need to deliver the goods.
- 5) Work with your customer's schedule.** Arrange your technician's schedule so that they can work in the evening or start early in the morning. ♦