

Building Better Business with Guest Author, Daniel Fitzgerald, III If You Chase Two Rabbits, Both Will Escape!

Here at Peak, we believe that building better businesses is everyone's responsibility. We're studying a series called, "WOW Customer Service", and we wanted to pass along some awesome resources to the best Realtors and Home Inspectors in the Front Range—You!



WOW service must be provided one customer at a time. We can grow our business by mass producing products and expanding our distribution, but we can't

mass-produce great service! There's no shortcut or assembly line philosophy when it comes to making customers say, WOW! Even your good reputation is nothing more than a cardboard cutout when you're in front of the customer for the first time. You have the ability to either solidify or destroy that reputation in a matter of seconds.

Renowned motivational speaker Brian Tracy was fabulous while delivering the keynote address at our Basement Systems International Dealer Convention one year. In his presentation, Brian claimed that an impression is made within four seconds of a first meeting. Over the next 30 seconds, that impression is solidified. After that, we dismiss thoughts that oppose that first impression and embrace thoughts that reinforce it. He claims that it's extremely difficult to change someone's first impression of you.



This is part of a series of customer service and marketing tips by Daniel F. Fitzgerald III, Director of Marketing for Basement Systems Inc., which is the largest International Network of Basement and Crawl Space Repair Contractors in the world. Dan has trained more than 1,000 professional basement waterproofing contractors in six countries on how to become leaders in their industry. He has spoken at numerous seminars to home inspectors, real estate agents and community associations throughout North America, discussing increased market share and the technological advances in the basement and crawl space repair industries. 1-800-640-1500, danf@basementsystems.com, www.basementsystems.com

Take the Pulse:

Time It!

You have 30 seconds—what first impression do your clients get?



Basement Systems, Inc. has been awarded 25 patents for the many unique products that are specifically developed to repair basements and crawlspaces. BSI has earned 22 innovative awards which include being a finalist for the national Better Business Bureau's prestigious National Torch Award for Marketplace Ethics. The company headquarters in Connecticut has won the Torch Award for Marketplace Ethics three times.



[Click here to learn more about soil conditions along the Front Range!](#)

When someone in your organization is speaking with a customer, they're on stage in a one-person show and playing to an audience of one! We can only WOW one person at a time. If a major league baseball player hits 33% for his career, he's in the Hall of Fame; if your receptionist is attentive, responsive and polite to 90% of the customers, it's time to find a new receptionist. The same goes for a listing agent who loses focus and enthusiasm during his third presentation because he "nailed" the first two. That third customer has no idea how great he might have been on the first two appointments that day.

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They're establishing a reputation of not only the Realtor but also, more importantly, the company that is based on the impression the agent made. The same can be said for the receptionist and every other employee company-wide that has customer contact.

“We are not servicing a listing, we are servicing a human being who owns the home!”

This is one of the core Service Beliefs in our Basement Systems WOW Service Program. In the contracting industry, expectations are so low that simply showing up on time can be surprising. However, we want to significantly raise the bar. Simply providing a quality product without quality service is just NOT enough to exceed the customers' expectations. It's the human connection (person to person, customer to employee) that makes the difference. Customers don't fall in love with our products without falling in love with our employees first. Whether working in a house or condo unit, it's the owner, manager or board member we want to WOW!

Sincerely,



Paul Sutton
Project Manager
Peak Basement Systems



Questions or comments? E-mail us at paul@peakpeakbasementsystems.com or call us at 260-7070