

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2006, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.


This Month's FAQ: *People — your customers — are talking about you and your employees. What they say depends on how they feel about how well you handled their home comfort needs. How are you using your past work to support your future? Are you using your best projects to your advantage? Because, when people talk, other people listen.*

Another selling season is just about over, and the end of the 18-hour days is in sight. As you reflect on the past season, have you taken steps to document your best work, with photographs and customer testimonials?

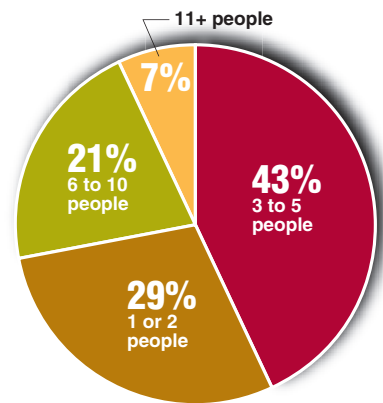
What people say about your company has a positive or negative effect on your business

Eight out of 10 homeowners for whom you installed products to their satisfaction have told five or six others about the positive experience they had in working with you and your employees.

Therefore, if you successfully and professionally installed 100 central air conditioning products, more than 400 people have heard about it.

Remember to continue to insist on quality from your employees, and from yourself. It's also a good idea to keep photos of your best work, and ask your best customers if you can send prospects their way, so those prospects can hear how favorably satisfied customers view your company 

Discussed Home Comfort System Installation Experience with Others



Garry Upton of Decision Analyst, Inc. shares his interpretations of its American Home Comfort Study of 19,000 homeowners, and probes what customers look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at gupton@decisionanalyst.com.

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