

# **How to Grow Your Small Business to a Larger Company**



# Numbers, Metrics, and KPIs

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# Foundations



**Being  
Recognized**

**Winning**

**Being Liked**

**Being Right**

**Will our overall strategy prioritize compliance  
or improvement?**

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# **Training and Education / Leadership Team Development**





SERVICE INDUSTRY  
**SUCCESS**

# TRAINING LAUNCH PATH



**If telling them worked, I would not be  
having this conversation**

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# **The Customer Experience Journey**

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**Tangible / Direct:** Can generally see and/or touch these things

**Examples:** Forms, data entry, written information, numbers, contracts, wiring, piping, components, products, materials, machines, equipment, tools, parts, units, prep, and clean up

**Typical Tangible, Direct, Technical problems:**

**Value (expertise, labor, and materials received for \$\$ given):**

- \* Does the price match the level of competence / expertise?
- \* Am I getting a fair ROI / Value?

**Price:**

- \* Am I getting the lowest price possible?

**Risk:**

- \* Is there potential of property damage or a financial risk (like a law suit or IRS audit) if something goes wrong?

**Timeliness / Inconvenience:**

- \* Will this be done in a timely manner ?  
(I don't have working A/C or a working bathroom)
- \* Will this be done within the time restraints I have?

**Competence / Workmanship / Quality:**

- \* Are they competent?
- \* Do they have the appropriate certifications and/or ability
- \* Is the workmanship and quality good?
- \* Does it 'look' good / acceptable / appropriate?

**Warranty / Guarantee:**

- \* Do the warranty and/or guarantees make sense and protects my investment?

**Accuracy / Precision:**

- \* Are they accurate and/or precise where it counts?

**Knowledge limitations / Gadgets / Technology:**

- \* I don't (or won't) know how to use something I am buying
- \* I don't (or won't) know how to use something in the process

**Abstract / Indirect:** Generally cannot see and/or touch these things

**Examples:** Feelings, thoughts and thought processes, instincts, assumptions, gut reactions, wishes, hunches, desires, drivers, intuitions, dispositions, deal breakers, fears, and hopes

**Typical Abstract, Indirect, Experiential concerns and fears:**

**Embarrassment:**

- \* I don't want to look or feel stupid or foolish.

**Trust:**

- \* Can I trust you? / Why should I believe you?
- \* Are you (going to be) honest?

**Risk:**

- \* How do I know there isn't a risk I haven't considered yet?
- \* Are my belongings safe with you here?

**Inconvenience / Prioritizing me:**

- \* How inconvenient will this be, and/or for how long?  
(I'm having to borrow a friend's car or alter my work schedule)
- \* Do you care about making this whole process about me?

**Peace of mind:**

- \* What will you do to give me peace of mind?
- \* Will you make this easy for me, or will I have problems to solve or worry about?
- \* How will I know what is going on, and/or if things change?
- \* Is my family safe with you here?

**Understanding:**

- \* Do you understand me and what really matters to me?

**Respect:**

- \* Will you respect me and my reputation?

**Inexperience / inability to assess value:**

- \* I wouldn't even know if I was getting ripped off
- \* I'm confident that I know how to assess value (But I don't)

## Training guide for our customers' concerns about: **Trust**

Of our top six training topics, this one ranks: **1st**

Our customer's #1 experience concern for us to consider is:	<b>Trust</b>
Specifically, they are worrying about:	I'm not going to be there so I need to be able to trust what you tell me
We are guiding our customers from our:	Initial sales call / Initial service call
Where our customers are:	
Thinking: it.	I have to explain things in detail because even when suppliers have said they get it, they really don't get it.
Feeling:	Hopeful, I'd like to find a provider I can trust. But I'm skeptical.
and Doing:	At some point will specify expectations once on site.
about:	I'm not going to be there so I need to be able to trust what you tell me
To a point where they will instead, by the:	After 3-5 jobs
be Thinking:	I'm happy I found a provider I can trust and do not have to babysit or teach.
Feeling:	Happy, excited, relieved, content, not dreading the next service call.
and Doing:	Telling my industry peers.

Now that we understand the journey, relating to **Trust** we are taking the customer on:

What are 3 things we can **say**, that will help our customer move from their starting place to our goal destination for them?

What are 3 things we can **do**, that will help our customer move from their starting place to our goal destination for them?

What are some things we should absolutely not say or do under any circumstances?

What kinds of things, if any, would tell us we have been successful in our customer thinking, feeling, and doing what we have hoped?

## Training guide for our customers' concerns about: **Inconvenience**

Of our top six training topics, this one ranks: 2nd

Our customer's #2 experience concern for us to consider is:	<b>Inconvenience</b>
Specifically, they are worrying about:	My unhappy tenants make my life miserable
We are guiding our customers from our:	Initial sales call / Initial service call
Where our customers are:	
Thinking:	The longer my tenants are inconvenienced, the longer I'm miserable.
Feeling:	Anxious, annoyed, stressed, stuck in the middle between owner, tenant, and supplier.
and	Doing: Communicating what I know with the tenant immediately. Anticipating more info.
about:	My unhappy tenants make my life miserable
To a point where they will instead, by the:	After 3-5 jobs
be	Thinking: These guys know the inconvenience involved for all parties and actively work to resolve issues quickly
Feeling:	Confident these guys get my pain as it relates to the misery I am in for things beyond my control.
and	Doing: Telling my industry peers.

Now that we understand the journey, relating to **Inconvenience** we are taking the customer on:

What are 3 things we can say, that will help our customer move from their starting place to our goal destination for them?

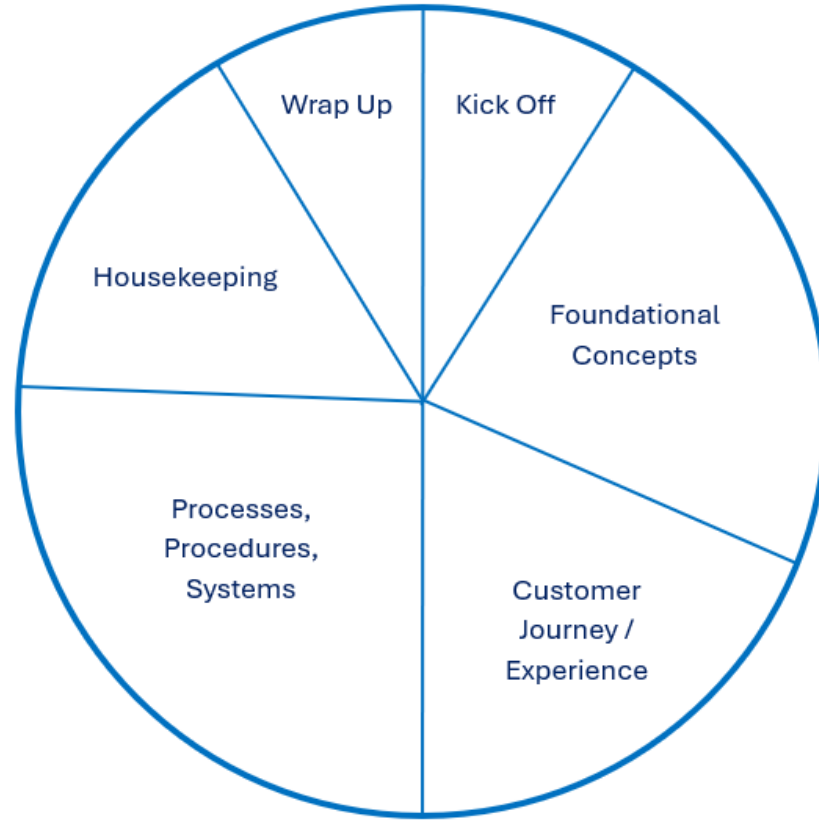
What are 3 things we can do, that will help our customer move from their starting place to our goal destination for them?

What are some things we should absolutely not say or do under any circumstances?

What kinds of things, if any, would tell us we have been successful in our customer thinking, feeling, and doing what we have hoped?

# Meeting structure and format

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**What is “Leadership”?**

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**What is our leadership plan?**

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**What is our leadership strategy?**

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**Our shared strategy:**

**What / Why / How**

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**Our banned words:**

**Attitude / Should / Hope**

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**Questions?**

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