

Client Acquisition

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Presenter



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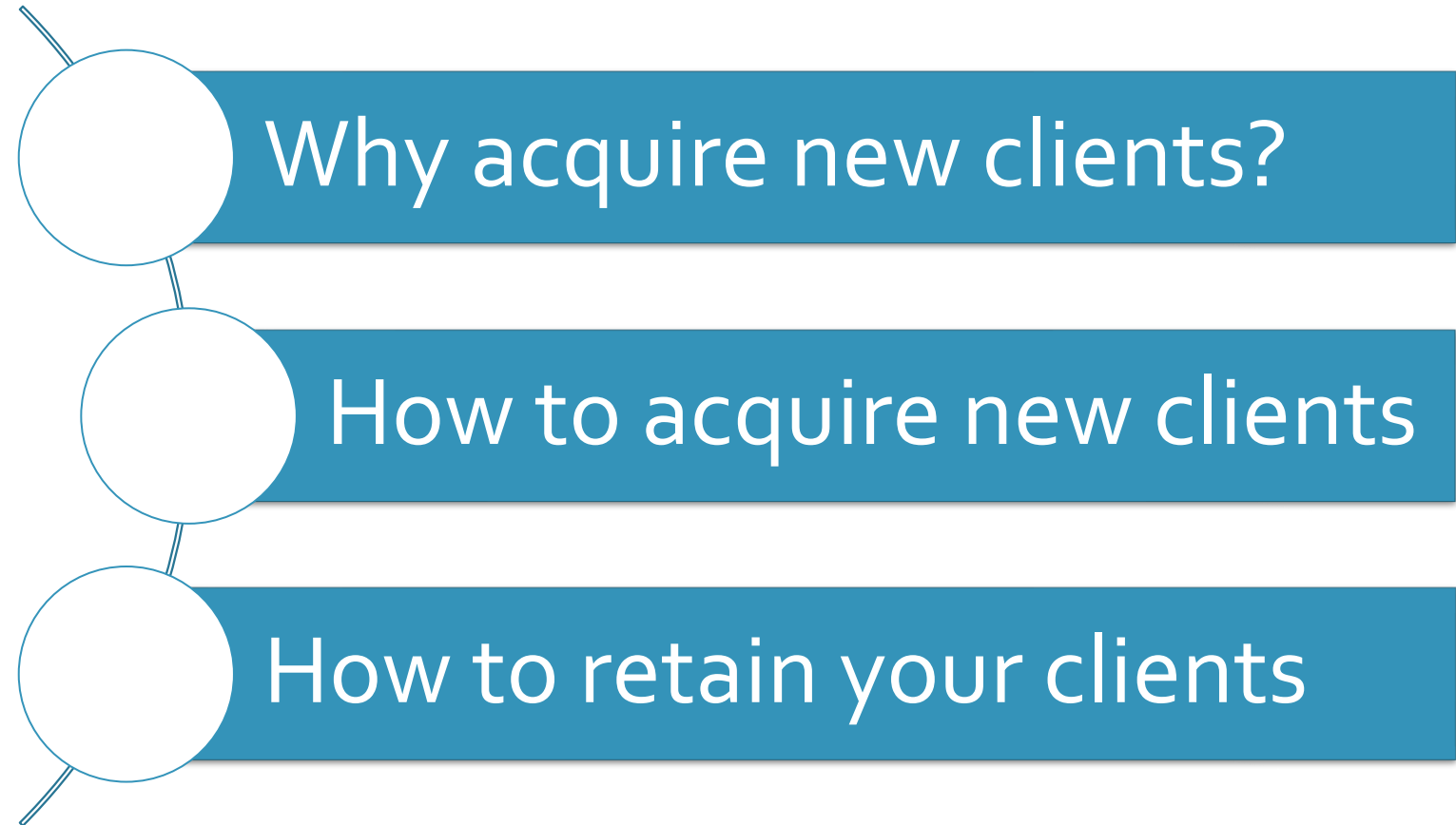
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- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
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Client Acquisition





Client Acquisition

Why acquire new clients?

- ❖ Most people would say “to grow”
- ❖ Its one thing to get an interested person, but you need a strong salesperson to back it up and close the deal
- ❖ A strong reputation is always key! (three Rs)
 - ✓ Reviews
 - ✓ Referrals
 - ✓ Repeats
- ❖ Maximize your current customers first, before spending time and money to acquire new ones

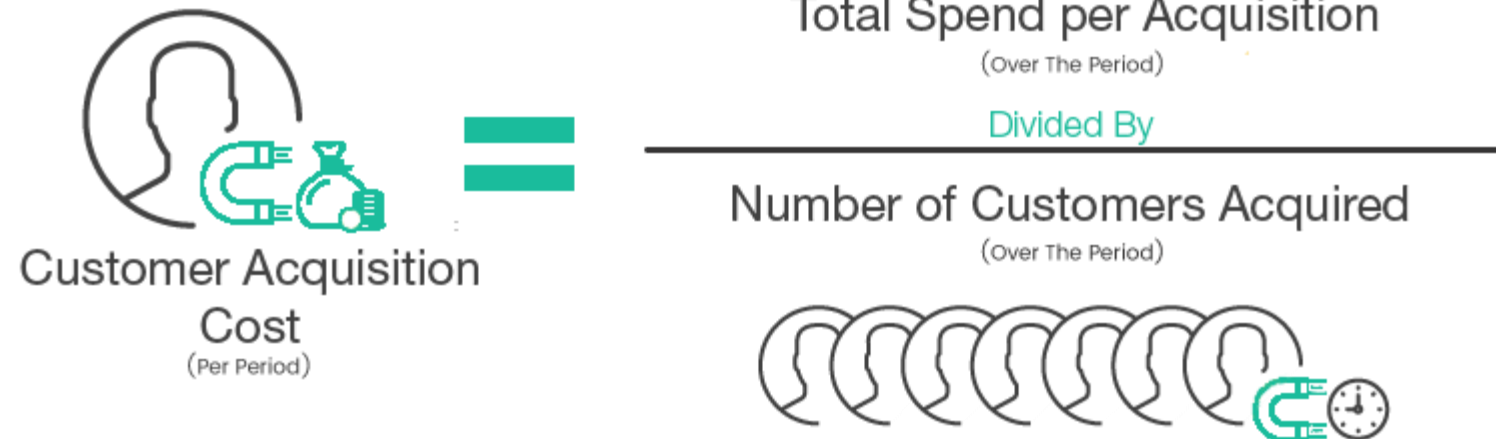




Client Acquisition

Acquiring new clients is expensive!

- ❖ Know your customer acquisition cost
- ❖ The lower the better
- ❖ Customer experience is important because referrals and reviews will help decrease CAC
- ❖ Our company's CAC:
 - ✓ Total Expenses = \$461
 - ✓ Marketing Only = \$43





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Vertical vs Horizontal Growth

- ❖ Vertical growth creates more business opportunities with your current customers such as expanding your product and service offerings.
- ❖ Horizontal growth is finding new clients with your current product and service offerings.
- ❖ Both are important for the goal of growing your business.
 - ❖ I recommend focusing on vertical growth first by maximizing sales with customers that you have already built a relationship with.
 - ❖ Be open to different products and services that you can offer that complement your core business.
- ❖ Uber Example





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Are you prepared for more work?

- ❖ Once the timing is right, you can start spending more time and money on acquiring new clients.
- ❖ The goal is to get more work; make sure you can properly manage this growth.
- ❖ Depending on your approach, the work increase could be gradual or drastic.
- ❖ Eventually you will need more people and more equipment to service your customers properly.
- ❖ You must always be sure to maintain a good reputation as you grow.



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Are you prepared for more work?

- ❖ It is important to have enough people to handle sales calls, quote projects, and complete the work.
- ❖ You don't just need people, you need the right people.
- ❖ Be selective with interviewing, and don't be afraid to part ways with someone who isn't working out.
- ❖ Spend enough time on sales and technician training.
- ❖ A good work environment, competitive pay, and benefits will help you attract and retain the best talent.





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Are you prepared for more work?

- ❖ Once you have more work and more people, you will need more equipment for them to use.
- ❖ Use some of your profits to acquire new equipment each year.
 - ✓ This will also lower your taxable income, resulting in less taxes owed for the year.
- ❖ Be willing to pay more for high quality equipment.
- ❖ With a service business, if your equipment breaks down, you lose money.
- ❖ Buying the best equipment, such as a powerful vacuum truck, will not only make the work easier, but it also acts as a great marketing and sales tool.





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Strong Online Presence

- ❖ Have a professional website that showcases your services, benefits, processes, and customer testimonials.
- ❖ Utilize social media platforms and online directories to reach a wider audience.
- ❖ Search Engine Optimization (SEO) and Google My Business
- ❖ Paid google ads (Google Adwords) and paid social media posts
- ❖ Reviews are very important!
 - ✓ Use sites and review cards to help get more reviews.
 - ✓ Read all reviews and use them to improve your team.
 - ✓ Respond to all reviews both positive and negative.





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Networking

- ❖ Join groups, attend events, meet new people.
- ❖ This is very effective for gaining both residential and commercial clients.
- ❖ This is the best way to form company partnerships and start getting referred by other companies.
- ❖ Networking does not have to be expensive, and it can certainly be done after normal business hours if needed.





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Targeted Advertising

- ❖ Think about who your target market is, and find the best ways to get your company and services in front of them.
- ❖ You should feel comfortable spending between six and eight percent of your gross revenue on advertising.
- ❖ We find that direct mail is one of the most effective forms of advertising for our company.
- ❖ Online advertising is also becoming very effective, and it is easy to target certain demographics .





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Promotions and Discounts

- ❖ There are always going to be customers that are shopping around for the best price; this does not mean that you need to have the lowest price, but a promotion or discount is attractive to this clientele.
- ❖ Seasonal specials during your slower times of the year.
- ❖ Coupons in your advertisements can also be a great way to generate more calls.
- ❖ Make sure you can still maintain a strong profit margin after any discounts.





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Home Shows, Trade Fairs, and Expositions

- ❖ These events give companies an opportunity to set up a booth to display information about their company and services they offer.
- ❖ Most areas offer these type of events on a large and small scale.
- ❖ The events are typically well attended, and they are a great way to meet new residential and commercial clients.
- ❖ You can even get creative and offer live demonstrations in your booth.
- ❖ For example, the home and garden show in Pittsburgh typically has over 400,000 people attend the show throughout the week.





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Cold Lead Generation

- ❖ Not the most fun thing to do, but very effective.
- ❖ Stop into commercial buildings, introduce yourself, and leave some information.
- ❖ Cold call commercial building owners and business.
- ❖ Find quality emails online and send an introduction.
- ❖ You could cold call homeowners, but this can be very challenging; warm leads, such as customers you quoted a while ago that didn't move forward could be worth your time.

**WORK
HARD
PLAY
HARD**



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Retaining your clients

- ❖ Retaining your clients is arguably more important than focusing on new ones.
- ❖ Its expensive to get new clients, so try to maximize the ones you have first with other service offerings.
- ❖ Make sure you have good customer service and high-quality work so that you can get repeat business and referrals.
- ❖ Start setting up service agreements.
- ❖ Follow up and check in with your good customers.





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Summary

- ❖ First step is to determine why you want to acquire new clients, and if this will help you achieve your goals.
- ❖ Make sure you maximize your current customers first.
- ❖ Consider your time and money to determine the best options to get your company and services in front of new people.
- ❖ Before you implement a new growth plan, make sure you are prepared to handle these new customers properly.
- ❖ After a successful experience, offer a service agreement, or provide a follow up call down the road to help generate repeat work.
- ❖ Find ways to encourage customers to leave a positive review online and spread the word!

THE GOOD STUFF



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Thank you
for
Participating!

