

14.0 Follow Up Mandate

Objective

Make sure the customer is pleased with everything about their finished project.

Procedure

1) When the project is complete, call the owner and project champion and agents. Be thankful all around, and be available should they contact you.

2) Ask about his/her overall satisfaction with the project, and ask about any special pieces, or custom art, or any problem that came up during the production or installation process.

- 3A) If the customer is very satisfied, ask the customer for -
- ◇ A testimonial about his project. You might try to direct the subject, look at the existing testimonials on the SL web site.
 - ◇ High-resolution project photos, ask for images of any special work or custom art

Let them know how much we like their project. Be pleased for them.

3B) If he is not satisfied, ask why, find out where we failed him, and what we can do to make it better. We may not be able to fix his problems, they may not even be reasonable, but we should know what happened, from his point of view. Show compassion for their problems, express interest in fixing them.

4) Set yourself a reminder to send them a personalized thank you note after few weeks. Don't directly inquire about future jobs, make the call about us appreciating them.

5) Recycle the contact back to the beginning of PTL (4.0), if possible

Set yourself another reminder to contact them again, this time about future jobs. Set the time period to something appropriate to your customer.

Key Points

- Reassure the customer of the value of their purchase, make them feel good about it.
- Ask the customer about the projects subcontractors and primary agents, and how well they satisfied the customer, so we know something about the workmanship of these contractors did with our product.
- Ask about future purchases they might consider. For example, suggest landscaping or fireplaces. Ask about future plans for more building projects.
- Remember, this last contact will leave a lasting impression.

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Follow Up Mandate is a set of actions to take after a project is finished. They help ensure that the customer will be fully satisfied with our products and services, and they will be positively inclined to provide testimonials and good referrals about us.

Another part of the Follow Up mandate is to see what further value can be found with this project and this contact. We want to ask the customer about any possible further projects that he may have upcoming. This may be less likely for an End User, but you can ask the same question of the various contractors involved. Can we recycle this contact, and where in the PTL process can we recycle him?

We also try to make a media harvest from this customer. We want to get project photos and testimonials, and we should try to get any possible new leads and contacts from the customer, such as the subcontractors from the project.

This may be the last contact we have with the customer. This can have a lasting positive impression in the customer's mind, even if the project had problems. Problems can be to our benefit, they can provide an opportunity to build relationships up stronger by the value we place on the customer and how customer service responds to his needs. Be sure to start and end with Thank You's all around. Set a reminder to send a thank you card in a few weeks or so.

Then consider if there is any possible repeat business, or any good reason to contact this customer again. Can we recycle them back to the beginning of the PTL?

a) PTL Outline

PTL 12.0 Shipping

PTL 13.0 Financial Job Closure

b) PTL 14.0 Follow Up Mandate

- 14.1 Drawings Catalog or Archive
- 14.2 Relationship Prospecting
- 14.3 Marketing Photo Opportunities
- 14.4 Referrals or Letters of Recommendation
- 14.5 Trouble Ticket
- 14.6 Thank You