

THE NEW FLAT RATE

MENU PRICING MADE EASY!

404 McGhee Drive Dalton, GA 30721

Attention: TNFR Members,

First of all, I would like to say thank you for your continued faith in TNFR (The New Flat Rate), we have enjoyed seeing your company grow and shape while using our menu pricing system along with service processes.

Areas that appear to need improvements with many service techs are as follows:

1. **Leave Your Mother in the Truck** - Even if you pre-judge, they deserve your full presentation.
2. **Don't Spill Your Candy** - Keep your thoughts about what is needed to yourself until you're ready to present.
3. **Stop Trying to Educate the Customer** - It is not your job to decipher the verbal packaging to them unless they ask.
4. **Be the Expert** - All techs need a confidence boost through tech talks and top ten exercises and simulations.
5. **Controlling the Call** - Making sure to weave the script into communication with the customer.
6. **Structure** - They need a solid steady structure for building confidence. Starting with parking lot meetings, weekly tech meetings, and ride-a-longs; it is important that we continue to set the bar by example.
7. **Safe Zone** - Continue to make this a fun and respectable place to work; keep out the sarcasm but work on helping each other succeed.
8. **8 Scripts** - There is more than 1 script. Learn them all!

Below are the rules along with meeting outlines that have been a success in turning these issues around.

Rules of Every Member Meeting

a. Focus on What Works

- Only talk about the successes in group settings.
- Keep out the failures. *(These are for 1 on 1 with management.)*

b. Keep it Current

- Have each tech give a quick breakdown on yesterday's wins!
- We don't need to be talking about last month.

c. Keep Out the Noise

- No Sarcasm allowed.
- Negative comments not allowed.
- Don't be disrespectful.

Four Types of Meetings to Implement

1. 'Parking Lot' meeting. (Jumpstart the day with the right mindset!) 10min

- This is a 10-minute hype session to get the team warmed up in the morning.
- Pair up into groups of two and run a simulation of the weekly script.
- Followed by a cheer for the word of the week. *Example: Perseverance!*
- This meeting is only for Good News. Celebrate the success keep out the Noise!
- After the meeting techs should get right into trucks and be gone. (Anything they need to handle should be done before the meeting)

2. Weekly service meeting. 1 hour

- Paperwork and Procedures (along with any housekeeping subjects) 15 min.
- Tech Talk Time. Skills and craftsmanship development taught by technicians. (Select the topic and tech the week before.) 5 min Tech Talk, 5 min Q&A, 5 min manager input.
- Top 10 walk through. (Break down a task from your quarterly top ten. Go through the service book and tech book line by line and have techs read them out loud as if presenting) 15 min.
- Simulation training. (have 1 or more techs if time allows to draw a page out of our top ten list to present along with 2 customer questions to overcome and Role play in front of the group)

3. Monthly company meeting 1 hour

- All employees to attend.
- Ran by Owner, VP, GM or office manager.
- This is a 1 hour or less meeting.
- Topics to discuss are Sales successes (goals or project development), timelines (how far behind are we etc.), manufacture news, housekeeping (don't put your boogers on the walls in the toilet etc.), company events (BBQ etc.), upcoming Shows.
- Idea of the month. (Who can come up with a way to improve company efficiency, procedures, profits) give \$50 cash onsite for the best idea.
- Build the vision!

4. Ride-a-longs 2 calls

- 2 calls per tech
- Twice a month
- Follow Rules of the Road
- Manager controls 1 and tech controls 1
- Walk through call debriefing sheet
- Follow all company procedures while on the call, including total "tech pack" contents.
- Ride-a-longs are about setting the precedent and expectation of the Company.

We believe this should be your next step in moving your team to the next level. Day by day these healthy practices will begin to catch on, but the change starts with YOU setting the expectation for what it really means to be a skilled service technician in your company. We know you can do it! We are here to assist in the implementation process of any of these practices...please don't hesitate to call!

Sincerely,

Matt Koop - Training and implementation