

Marketing Strategy 63: Follow up Calls

One of the most common mistakes carpet cleaners make is not following up with their clients after a job.

While this may seem like a small thing, it's actually incredibly important for the future growth of your business.

Here's why...

No matter how good a service you provide, there will be times when you do not meet the client's expectations.

Nobody's perfect!

Unfortunately, your clients will rarely tell you if they are not happy. Instead they just choose a different carpet cleaner the next time. You lose their business forever.

But it doesn't have to be that way.

If you follow up within 1-3 days after a cleaning, you give clients the opportunity to tell you if they weren't happy with something.

More importantly, it gives you the opportunity to fix the problem and win back their trust. This can turn a disappointed client into an advocate who will provide you with repeat and referral business.

Checkups also help to reduce your marketing costs because it is much less expensive to keep existing clients happy than it is to market for new clients endlessly.

Plus, they allow you to stand out from your competition because it's unlikely that other cleaners in your area provide follow up service.

TODAY'S TASK: Start following up

In today's task, you will create a simple system to follow up with every client.

1. Schedule follow up calls after each job. Wait 2 working days after every job, then call the client in the afternoon to ask them if they are satisfied. Call in the evening again if you get no answer.

2. If nobody answers, leave a voicemail like this:

Hello [client name].

This is [your name] from [your company]. On [date of cleaning], we cleaned your carpets and I've tried to reach you to follow up.

I was just checking to see if everything was OK. If for any reason you aren't thrilled, please call me at [phone number] right away.

I'll be sending you a letter in the mail as well.

Thank you for choosing [Company].

3. Send a follow up letter if you haven't been able to speak to the client. Here's an example of the letter to use...

Dear [client name],

This is [your name] from [your company].

On [date of cleaning], we cleaned your carpets and I wanted to follow up to make sure everything was OK.

If for any reason you aren't thrilled with the service you received, please call me at **[phone number]** right away.

Remember, all of our work is backed by our 100% Money-Back Guarantee.

Thanks for using our services!

Sincerely,
[Your name]
[Company]