

sunny. We were very lucky. Additionally, because the job took more than one day and was a long way from home, we rented a house on the Atlantic Ocean.

We also went to a local tavern that had great pub food and live Irish music. Patrons were actually doing Irish jigs all around the bar. Dad enjoyed it thoroughly, while I thought it was strange that they were dancing too close to the door for us to exit.

As I said, Maine and the northeast offer many opportunities for our industry. Professionalism and communication are HUGE. I cannot stress this enough. Tell your clients what you're capable of.

I was outbid several times, but by explaining my process, then telling the clients what kind of detergents I use, I got the jobs over the sodium hypochlorite competition.

As John said in one of the articles in the last issue of PowerWashPro, we, as contractors know the business the best. Homeowners need that reassurance when they're trusting us with what is most likely their most expensive asset. Make sure that you look at a property well when you bid on it. Look for any issues that may cause you to spend more time or need extra equipment (i.e. a high pitched roof and a ladder hook or a lift).



If nothing else, it's your opportunity to show a client that you're looking at and/or seeing the whole picture. It also shows that you know what you're doing.

Doing high quality work is the best way to get both repeat business and open the door for new opportunities. Be very aware of your clients wants and needs and know how to address them and answer their questions.

I promise you, the neighborhoods where you make the most money have houses owned by people who will refer you to others.

Christopher C Case
PINE STATE POWER WASH, LLC

My FedEx STORY

by John Allison
EnviroSpec - www.envirospec.com



I just have to share this story with you. It is about you, me and everyone else who stands in front of a potential customer.

We have always shipped all of our products by UPS but like everyone else we are always looking to cut cost. A few years back I was contacted by FedEx ground to see if I would be interested in giving them a try. I agreed and over a period of 3 weeks they brought in new computers, scales, printers and sent reps out to train our shipping department on their software. The next Monday came and the FedEx drivers appeared to pick up our packages. *No lie!* The male was about 50, belly hanging over his shirt that was not tucked in (no uniform) and the girl was wearing shorts and 'flip-flops' - yes - *flip-flops.* As I stood there 'gawking' in disbelief I had this bad feeling that someone looking like this was going to show up at my customers place of business and I just couldn't do that to them. I called my FedEx rep and told him what happened and for them to come pick up their equipment.

Time passed and a couple of years after that the same rep came knocking. Everything had changed and they would like for me to re-consider using their service. The price was right so I did. After another installation of equipment and training the first pick-up day came. Folks - you just had to be there! In walks the driver wearing 'sweat pants' and had a 'load' of snuff 'between his cheek & gum' that would have choked a mule. This is where the story ends but what a lesson learned. What do you look like when you show up?

