



**TRADE SHOW
& SEMINARS**

ROOFING WEEK IN CHICAGO 2023

JANUARY 18-20, 2023

DRURY LANE, OAKBROOK TERRACE

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2023 CRCA Trade Show & Seminars



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Program Guide &
Speaker Bios**



Tracey Donels,
Service First
Solutions

Growing a Profitable Service Department

Tracey Donels | SERVICE **FIRST** SOLUTIONS





BENEFITS OF A GREAT SERVICE DEPARTMENT



**Repair & Maintenance Work is Where We Yield
Our Highest Margins**



**Quality Repair & Maintenance Work will Build
Trust with New Customers**



**Service Departments are Where Repeat
Customers are Earned**



**Great Service Departments Produce More
Project Opportunities**





WHAT STOPS US FROM GROWING OUR SERVICE DEPARTMENTS



**Finding the Time to Invest Back into the Business
is Difficult**



**You Get Started but a Bigger Problem Steals
Your Attention**



**Service Work is Harder to Manage than Project
Work**



Key Components



Office
Personnel



Field
Personnel



Trucks



Tools &
Equipment



Work Order
Program



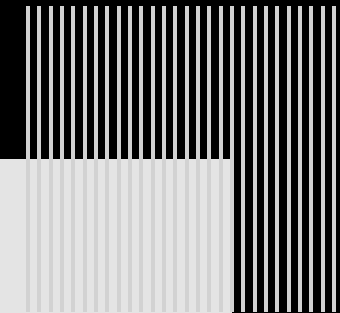
Customer
Resource
Manager
(CRM)



Salespeople



The Right
Attitude



What Style of Service Department Do You Operate?





Imagine If You Will . . .

**It's 12:30pm
You're Hungry
& In a Hurry**



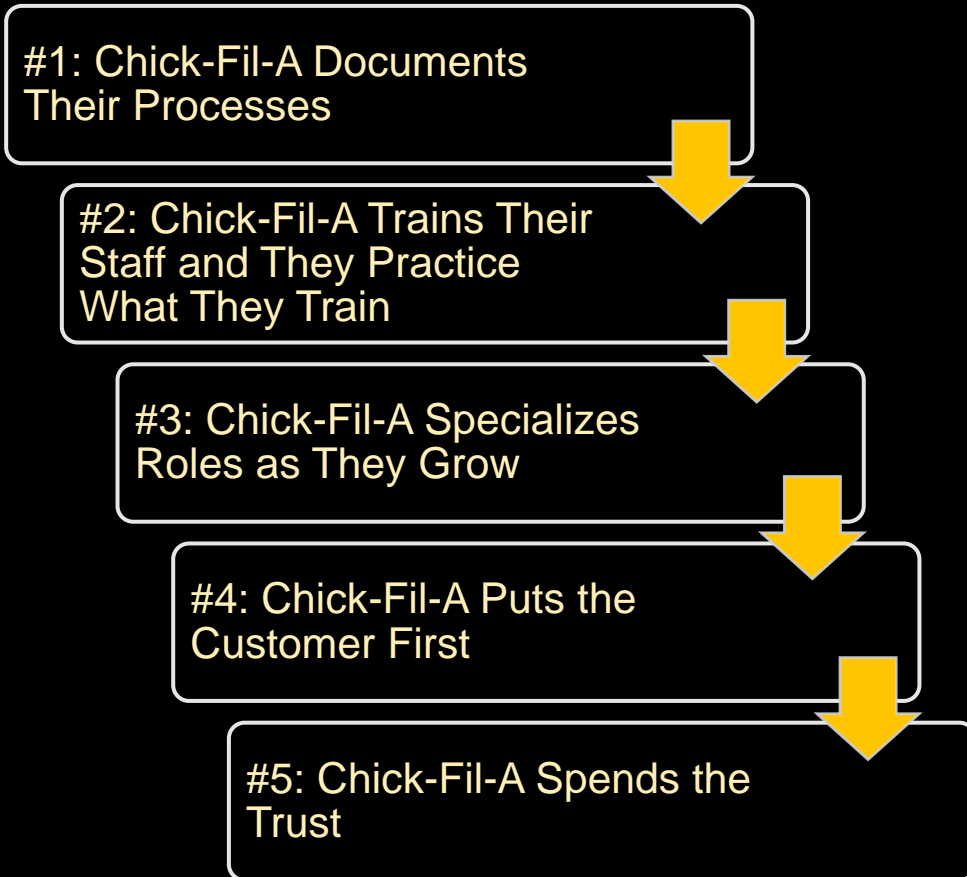
What Causes One of These Companies to Succeed Where Others Fail?

- Chick-Fil-A Can Handle the Rush
- Chick-Fil-A Offers Only Quality Products
- Chick-Fil-A Promises Great Customer Service



What Can We Learn From This Model

Chick-Fil-A = Consistency



#1: Chick-Fil-A Documents Their Processes

Characteristics
of a
Good Process

Repeatable

Trainable

Scalable



#2: Chick-Fil-A Trains Their Staff and They Practice What They Train

Train What You Do Once



Practice What You Do More



#3: Chick-Fil-A Specializes Roles as They Grow

**When One Person
Wears Multiple
Hats, They Can
Choose Which
Hats Fall . . .**

**and They Are Most
Likely to Drop the
Hats That Fit Them
the Worst**



#4: Chick-Fil-A Puts the Customer First



Being Good at Customer Service is HARD!

Other People's Emergencies on Their Desired Schedule

What is Best for the Customer is Usually Best for the Contractor, but It's Not Always the Easiest

Coordinating All of Your Customers' schedules

#4: Chick-Fil-A Puts the Customer First



Answer Emails & Voicemails Within 4 Hours

Provide a Quality Product

Provide a Next-Day Invoice

Visit Your Customers When You Feel Like You Have Nothing to Sell Because You Always Have Something to Sell: YOU!

#5: Chick-Fil-A Spends the Trust



Chick-Fil-A Raises Their Prices



Chick-Fil-A is Closed on Sunday



**Customers are lined
up in the Drive-Thru
Bright & Early
Monday Morning!**



#5: Chick-Fil-A Spends the Trust



Yearly Inspections & Preventative Maintenance



Tenant Improvement Work



Securing the Reroof!



**You Already
Have
Customers
That Love You,
but They Do
Not Know the
Roof Services
They Need**



**You're Already
Out There
Gaining Trust
Every Day by
Providing
Quality
Service**



You Can Grow Your Service Department in Three Easy Steps

**Upsell &
Recommended
Work
Following
Leaks**

**Multi-Year
Maintenance
Programs**

**Call Your
Customer
Back &
Check-in on
Them**





Upsell Work & Recommend Work Following Leaks

Crew Collects Information on Additional Items in Need of Repair

Single Leak Call **\$700**

Crew Observes 9 Additional Items
That Will Leak in the Next 12 Months **\$1,800**

If We Wait, Those 9 Leak Calls Will Cost **\$5,600**



Upsell Work & Recommend Work Following Leaks

Crew Collects Information on Additional Items in Need of Repair

Single Leak Call **\$700** **5600**

Completing the 9 Repairs Now Will **- 1800**

Result Will be Savings Next 12 Months **\$3,800**

If We Wait, Those 9 Leak Calls Will Cost **\$5,600**



Upsell Work & Recommend Work Following Leaks

Crew Collects Information on Additional Items in Need of Repair

**THE SAVINGS
BEGIN TO
COMPOUND FOR
YOUR CLIENT**

Multi-Year Maintenance Programs

Small Scope
Good Report
Time Limits



Routine visit to inspect
and clean the roof as
well as make minor
repairs



Can be Sold
or
Given Away for
Free







Multi-Year Maintenance Programs



THESE CAN FILL THE GAPS
IN YOUR SCHEDULE AND
HELP DURING SLOW TIMES

**Call Your
Customers
Back
&
Check-in on
Them**

**Your Customers
are Busy!**

-  Mechanical Headaches
-  Landscaping Nightmares
-  Janitorial Mishaps
-  Needy Tenants
-  Their Own Business to Manage
-  Personal Life

REVIEW



BE READY! BE PREPARED!

Your Service Department needs to be organized to solve your customer's issues. From the tools in the truck to the estimators and administrators.

You already have customers who want to buy from you! Spend time with them, learn about them, from them, and

FOCUS ON SOLVING THEIR PROBLEMS!



Questions?

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Personal Growth = Company Growth

- ▶ 15 years at KPost Roofing and Waterproofing Company
- ▶ Future Executives Institute, Class 5
- ▶ MRCA Board of Directors
- ▶ Co-founder of Young Contractors' Council
- ▶ Grew a Three-Truck, \$800k Department to an \$8.5MM Machine with a fleet of 25
- ▶ Founded Service First Solutions in January 2021

