



The ExpressTime Insider

<http://www.expresstime.net>

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Creating New Customers and Retaining Current Customers

In any service industry there is a continual effort in creating new customers and keeping current ones, which is client retention. A successful strategy for accomplishing this goal is making sure you are meeting the criteria that effects the decision making of the potential or current client. [*ExpressTime Solutions*](#) was developed by a janitorial company for this very purpose. Let's look at the tools [*ExpressTime Solutions*](#) provides to you now and should be used in your sales presentation.

There are five items that potential and current clients have to be comfortable with for you to make the sale.

First, they must trust you as a sales person or they will walk away from the deal. Using [*ExpressTime Quality Assurance*](#) document, you are giving them a tangible plan for ensuring the quality service you claim to provide, which validates you as trustworthy. For clients whose jobsites vary from day to day, be sure to highlight [*KeyTime Mobile*](#), showing you can certify via GPS, where employees are when they clock in and out.

Secondly, are they comfortable with the company presenting the service? If you demonstrate that you have equipped yourself with all the tools available to exceed their expectations, they will view your company in a positive light. Present them with an overview of how [*ExpressInspections*](#) keeps you and your client informed of the cleanliness of their facility. Inspections also alerts you to the strengths and weaknesses of your employees. By showing them how to access your CRM, you open continued communication, which proves to be an invaluable asset to you and clients.

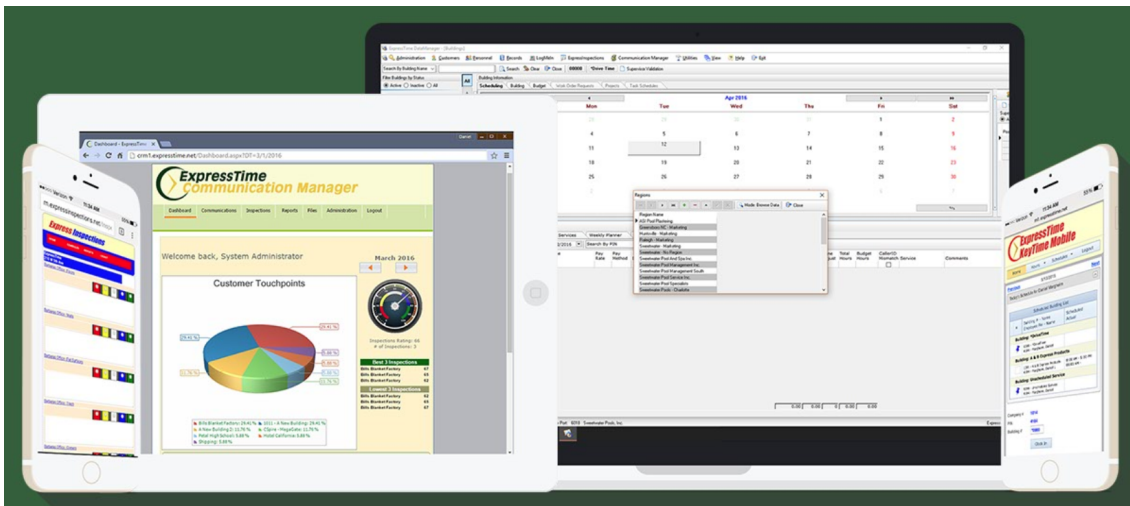
The third, the offer(pricing) must be comfortable. The service and the price must be

good. If the offer is excessively more than a comparable service you won't win the bid. Recognizing the value of your use of [ExpressTime Solutions](#) products makes them comfortable with the offer you are proposing.

Fourth, the prospect's dominant buying motive must be met. Whether that motive be pride, profit, love, need or fear, the full [ExpressTime Solutions](#) package, [ExpressTime](#), [ExpressInspections](#), the [CRM](#), [KeyTime Mobile](#) can be your closer. Show them you've done your homework and equipped yourself with the tools to meet all their needs.

The fifth element is the creation of a sense of urgency. Once you have presented your offer, they should feel a sense of urgency to make a decision and sign on the dotted line. After seeing you have everything available to meet their needs using [ExpressTime Solutions](#) tools, they should be willing to trust you and be ready to commit without delay.

There are more aspects to the art of sales we will discuss in future newsletters. The first step in successful selling is educating yourself. Take advantage of every opportunity.



For more information on using ExpressTime Solutions call us at 866-457-7978



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