

## WHY ADVERTISE?

- by Lloyd Merritt Smigel

I don't get it. People spend lots and lots of money to get people to call them and then when they do:

1. They get a recording Press 1 for this Press 2 for that and hang up
2. No one answers the phone after 5 rings and hang up
3. They get someone who has no idea what he or she is doing
4. They are told that someone will have to call them back.
5. They are put on hold for 3 hours
6. They get to listen to your on hold advertising and/or elevator music.

What in the world is going on out there?

The other side of this coin is that you are cancelling more accounts than you are getting in.

HOLDING ON to your accounts, in my humble opinion, is just as important as getting new accounts – maybe even more important.

It is also a bit bizarre to see how easy it is to cancel your services. Often some office person takes the call and merely processes it rather than try to save it.

All in all, why are you advertising if #1, you are not professionally handling incoming calls and, #2 have a program to save every account that wants to cancel?

Here's another scenario for you. I call your company to complain to the manager. My expectations is for him or her to 'make it right' so I don't cancel (or sue).

Me – *“Is the Manager in, please?”*

Operator – *“Who's calling?”* (Note: She IGNORED my question)

ME – *“I am a customer and would like to talk to the manager.”*

Operator – *“.. and what is this in reference to?”*

Me – *“It's in reference to a problem I am having with your company.”*

Operator – *“and what is that sir?”*

Me – HANG UP – CANCEL – CALL MY ATTORNEY

Me – *“Hi, I would like to talk to someone about your Pest Services”*

Operator – *“Please hold.”*

Operator – *“Can I help you?”*

Me – *“Yes, I would like to talk to someone about your Pest Serviced.”*

Operator – *“Our sales representative is out right now – can I have him call you back?”*

Me – *“How long would that be?”*

Operator *“It would probably be some time today or tomorrow – please hold.”*

BYE BYE

I see and hear and LIVE this almost daily. We all do. And then we hear how tough business is. Go figure.

The point is that before you decide to advertise clean up your house before the new company calls on you. Implement some policies – get a strategy and make each call count for new business and save as many customers as you can.

Mike Katz, the President of Western Exterminating Company heads up one of the largest Pest Control companies in the U.S. I call his office and ask for Mike Katz.

Me – “I’d like to speak to Mike Katz, please.”

Operator – “One moment please.”

Mike – This is Mike, how can I help you?”

...and then I call a little company and I get drilled. The owner/manager screens his calls because he is too busy. I believe Mike is just as busy. When I ran a branch or a district or was National Training Director with over 50 offices, I never screened my calls.

If we ARE truly a service business – perhaps we should act like one.

For those of you out there that are on top of this – Great. Keep up the good work.

If you are not in tune to true service – fear not – the customer can always go elsewhere.