



Universal Law #1 Pricing

Module Eight: Your Service Fee

Think of all of the costs associated with getting your technician to the client's home.

- Fuel in the service truck
- Advertising that got the homeowner to call
- Miscellaneous materials
- And more!

The key to your service fee is how your team presents it on the _____.

Homeowners who accept your service fee are more likely to:

- _____ your repairs.
- Value _____ service
- Have a _____ average invoice
- Become _____ clients since they aren't seeking out the cheapest price.

Homeowners that refuse to pay a service fee are more likely to:

- Be price _____.
- Be _____ value customers who won't remain loyal to your company. When a lower price comes around, they'll jump on it.
- And often they want you to _____ the problem so they can turn around and do the work themselves.

In short, clients that refuse your service fee are not the clients you need in the long run.

What should you set as your fee?

The actual amount you charge can vary on a given day depending on:

- How _____ your team is
- The _____ your team must travel to the home
- The day of the week
- Whether it is _____ hours
- The _____ of the equipment

Should you ever waive the fee?

If your technician encounters resistance to the fee once they are in the home, here are some things to consider:

- You may consider waiving the fee if the customer balks at the fee and their equipment is _____.
- You may make a similar choice if the customer balks and you don't have enough _____ for your technicians that day.
- However, do NOT waive the fee when you are _____ unless it is a potentially high profit replacement.

Why should you collect the fee at all?

On average, it can cost \$_____ to attract a new client. Your service fee is a way to recoup a portion of that cost, but of course, the only solution to true profitability is to serve that same client again and again.

But that \$39, \$59, or higher service fee can pay dividends when your team presents it right and collects it.

1,000 calls x \$59 Service Fee Collected on each = \$59,000 Additional Revenue!
