



Generic

4



Too little. Too much

5



Confusion

6



7



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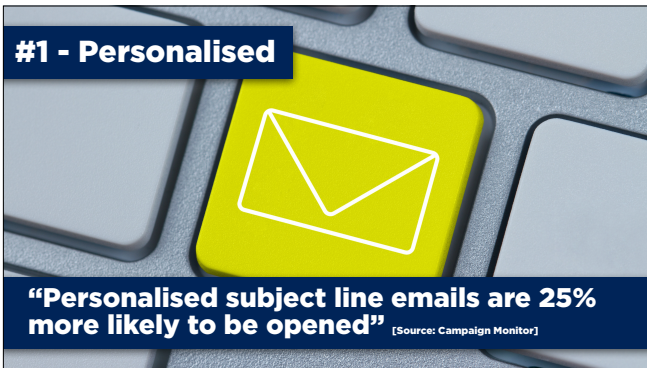
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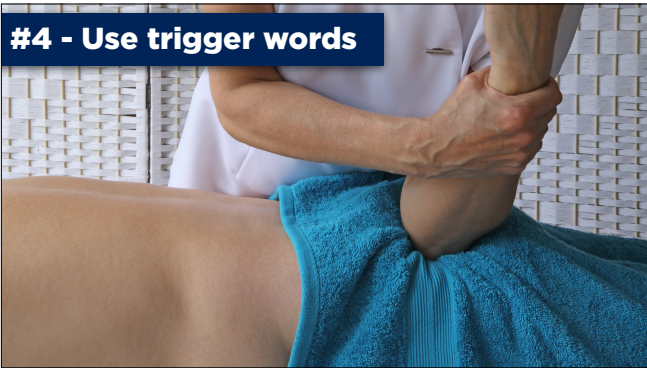
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- Get constant complaints from your tenants due to the lack of punctuality of your plumber?
- Have to follow up with your plumber about work?
- Have to get your plumber to return to a job?
- Have issues reading the handwritten invoice you plumber provides or understanding exactly what they have done?

How many of these did you say yes to?

NONE of this has to happen! In fact it won't happen ever again when you begin to deal with a **PROFESSIONAL** plumbing company!

Dr. DRIP is a **FAMILY RUN** and privately owned, maintenance plumbing company. We have in excess of **25 YEARS** experience with Strata Companies, offering a **24 HOUR/7 DAY** Emergency Service.

With **6 FULLY STOCKED** vehicles on the road and a team of **HIGHLY QUALIFIED, KNOWLEDGEABLE** servicemen, we guarantee to arrive when we say we will!

Yes, it's that simple....

7 Great Reason's why you should contact Dr.DRIP TODAY for all your plumbing, gas and drainage issues:

1. Our #1 Priority Is To Make Your Life Easier. We pride ourselves on our long-term relationships with property managers, just like yourself.
2. You Can Get Us When You Need Us Most. Our Phones are manned 24 hours a day, 7 days a week, including Christmas and New Years! And

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The A.I.D.A. Model

Customer
Behaviour
Sequence

22

Who is your Avatar?



23

Problem/Promise



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Map Your Avatar's Hot Buttons WorkSheet
Use this hot button map to identify the fears, frustrations, wants and aspirations of your Avatar when dealing with your trade.

My Avatar is... Busy Betty Busy and overworked Time poor Organised Likes to be in control	Frustrations Slack tradespeople Never know when job booked Terrible communication - self & tenant Complaints from tenants/return jobs Hand written invoices/received late	Wants Reliable tradespeople 24/7 service Professional/Knowledgeable Streamlined/easy booking workflow
Ultimately what has more power to make your avatar take action (what hits their hot button); 'away' or 'towards' language? Away	Away Out of control Not having an answer for angry tenant Not having priority service Super stressed Fears	Towards Be in control Make my life easier #1 priority Stress free Aspirations

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Customer Avatar - The Power of 1 WorkSheet
Capture below 1person (avatar), the 1 problem they face and the promise (solution) you will provide.

1x Person Busy Betty	1x Problem Think difficult and clunky workflow Complaints from tenants/didn't show up Followup calls to trade/where is job at? (slack contact) No control Unprofessional hand written invoices with little info Return trade to job site	1x Promise Think streamlined and easy workflow -flowchart, calls to tenants within minutes, control Call to tenant within 30min of receiving work order Updated communication from trade Transparent workflow/in control Same day invoicing with clear easy explanation Professional, knowledgeable, 25 yrs experience, fully stocked vehicle, guaranteed work, full insurances
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26th July 2019

Gain their attention

Dear Mary,

Do you ever...

- Have challenges when dealing with your plumber?
- Get constant complaints from your tenants due to the lack of punctuality of your plumber?
- Have to follow up with your plumber about work?
- Have to get your plumber to return to a job?
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Capture their Interest

work?

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- You Can Get Us When You Need Us Most. Our Phones are manned 24 hours a day, 7 days a week, including Christmas and New Years! And there is no job too big or too small

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Be The Solution

the road and a team of **HIGHLY QUALIFIED,** guarantee to arrive when we say we will!

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- You Can Get Us When You Need Us Most. Our Phones are manned 24 hours a day, 7 days a week, including Christmas and New Years! And there is no job too big or too small
- We Are Award Winning Tradesmen
- All Work Orders Are Booked Within 30 Minutes Of Receiving Them.
- We Give You A Guaranteed Price for all your plumbing needs BEFORE we even lift a spanner.. So there's no nasty surprises!
- You Get A Lifetime Guarantee On Labour. We Guarantee Our Work 100%.
- You Are Protected. We are FULLY insured and licensed.

AND, we have a clear, concise procedure to place a job with Dr.DRIP... what more could you want!

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Prove The Results - Workflow

Our Painless Workflow...

- Complete a Work Order to include
 - Your company name and your contact details
 - Job address and contact on site
 - The nature of the work we need to complete (e.g. Clear blocked drain)
 - Advise if the job is urgent (needs attention today) or general (can be booked within the next few days)
 - Details as to invoice. Contact - return email or mailing address
- Send the Work Order to email: drdrrip@drdrrip.com.au
- We will book your job instantly into our job management system
- We will contact the tenant within 30 minutes of receiving the work order to arrange an appointment time and allocate it to a tradesman
- We will communicate with you throughout the whole process, but basically, no need to follow-up...we got this! - We GUARANTEE the work will be done when we said it would be!
- We will send you the invoice via email the same day as the job was completed with a clear, easy to understand explanation as to what work was conducted.

If a plumbing company you can't rely on... YES, there really is one. So, why not send us a work order TODAY - our Customer Service Team are waiting to help YOU.

Dr. DRIP Pty Limited (Dr. DRIP) is a privately owned, trusted maintenance plumbing

OUR PAINLESS WORKFLOW

We have designed our workflow with YOU in mind, this way we provide peace of mind and rest the things you need to worry about! We know you have many more important tasks, so save yourself TIME and start dealing with a **TRUSTED** maintenance plumbing company.



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