

October 31, 2016

I want to take this time to say I hope everyone is having a great year. As my theme for the year continues, I hope it has been your best year ever personally and professionally.

Every year has its challenges. When I talk to the most successful companies in our group, I know that they passionately work to implement the TEGG system and really focus on building an all-star team. It always comes back to our people and their commitment to improving their business each and every day.

I know that TEGG is a critical tool that helps you achieve your goals. It is a process that works - over and over again. And those people that passionately implement and use the process have had a great deal of success. Obviously, the key part of the process is creating recurring revenue through the maintenance part of the business. The more you grow the maintenance business, the more opportunities you create for additional work - whether it be spot or project work. These opportunities continue to grow your business, which creates more opportunities for the people on your team. Being part of a growing company is a lot more fun than the alternative.

Following-up, always being gracious, and maintaining positive customer interactions is vital to the success of your client relationships, maintenance programs and overall business. The real work of client retention begins after the sale is made - don't forget it costs five times as much to win a new customer as it does to keep an existing customer. An indispensable tool we have to help our contractors systematically manage their client relationships is the Customer Assurance Review and Evaluation (C.A.R.E.) program and Net Promoter Score.

Do you know how loyal your clients are? They may be satisfied, but will they stay? The Net Promoter Metric measures "customer loyalty" as part of the TEGG C.A.R.E. process. Consider adding this one question electronic survey to check on your clients via Net Promoter Score. Please reach out to our National C.A.R.E. Representative [Heather Dunphy](#) with questions or for help implementing the C.A.R.E. program.

The TEGG process helps you, your team and your customers. It also helps the bottom line. I hope everyone is having a great year, and I look forward to seeing you all at the 2017 Continuing Education Conference!



Scott Giacobbe
President