

Using a Service Agreement Survey Form

One important insight about customers is that no matter how low your selling price, the customer will not buy if they feel that the risk is too high. To assist you in gaining trust for you and your company, BSI provides Contractor subscribers its *Facility and Customer Survey* (Survey) form. The Survey also provide you and your company with a vehicle to achieve your sales and customer objectives.

Your Sales Objectives

The Survey helps you in the sales process by providing you with a:

- Means to project a professional image
- Systematic process to gather customer and technical information
- Means to demonstrate performance of your total system approach
- Means to educate and move the customer from lowest cost option to best option
- Means to determine how much dissatisfaction is present with their present situation.

Customer Objectives

The Survey helps you demonstrate that you have a professional service agreement business delivery process that will deliver upon the customer's expressed or implied requirements that include:

- Receive priority response.
- Avoid expensive equipment or production downtime.
- Maintain proper comfort and indoor air quality.
- Reduce energy waste.
- Extend the equipment asset value.
- Obtain the lowest possible costs.
- Eliminate business and technical risks.
- Protect manufacturer equipment warranties.
- To meet OSHA and other regulatory requirements to maintain equipment at original design specifications.
- Maintain healthier living or work environment.
- To have standby technical support during critical events and or plant shut down maintenance periods.

- To provide supplemental technical or repair support to in-house operations.
- To gain access to high skill level labor resources.
- Other unique personal requirements.
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Customer and Facility/Equipment Survey Form

BSI provides Contractor subscribers with a free sales rep “Customer and Facility/Equipment Survey Form.” as a free of charge email download. To obtain the Survey Form, simply send an email to customercare@GrowMyHVAC.com with “Customer and Facility/Equipment Survey Form” in the subject line.