

Southwind

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Electric Motor Repair Shops
for Co-operative
Self-Improvement

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NOT ALL BUSINESS IS GOOD BUSINESS

By Southeastern Chapter Director-At-Large Shawn Venable

I have written articles about what we do to get new business. In this one, I'll talk about just the opposite: when to walk away from business. Sounds funny, but I am very serious. Too many shop owners believe the myth that all business is good business. The truth is, sometimes it is good business to walk away. After reading an article from David Rich, a professional speaker, I want to pass along some of his ideas, and how they relate to our business.

When should you consider turning down business?

1. When the business is not profitable:

Somewhere along the way, we've bought into the belief that sheer volume is more important than profit. The truth is, sales don't always translate into profitably. The problem isn't lack of business; it's lack of profit.

Also, I have seen some electric repair services and vendors lower their prices so they can get their foot in your customer's door, thinking that they will raise prices later. For every time this strategy works, I'll show you 10 where it doesn't. If a customer went with you solely because of price, they'll leave you for price as well!

2. When You are not the right fit:

Sometimes the customer needs something that just isn't our expertise, but for the sake of their business, we take it on so the customer won't look at another repair shop – this is a big mistake, for both you and the customer. With every repair job, you put your company's service reputation on the line. This is a mistake I once made long ago, costing my business a lot of money, and most importantly putting doubt about our capabilities into a good customer's mind. Creating satisfied customers is no longer good enough. In fact, simply satisfied customers are only satisfied for that moment. Never be so hungry for business that you are willing to chance creating a dissatisfied customer.

3. You are asked to compromise your integrity:

Every blue moon, a customer will ask for something a bit unethical or perhaps even illegal. They may ask for a kickback or for you to provide something that will get you in trouble. Walk away. In fact run!

These types of customers are not worth the risk; they want you to put your company's reputation on the line for their gain. Is business that you have to pay for really worth having? A good rule to live by is this: never do something for one customer that you aren't willing to do for all customers under similar circumstances!

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4. The customer doesn't pay their bills, or they pay too slowly:

For the salesperson, the sale is over when the potential customer says "yes." But that can be very misleading. The sale isn't truly complete until the bill is paid. Any business that is not paid within 60 days is not just late; it is costing you money. This underscores the importance of never accepting business in the first place if it is not profitable. If it was unprofitable to start with, it is actually costing you money if the customer doesn't pay on time.

The only thing worse that a late-paying customer is one who doesn't pay at all. The solution: *Fire them*. End the relationship. They obviously do not value your service, or some attempt would be made to fulfill their obligation. The old adage applies: "Fool you once, Shame on them. Fool you twice, shame on you."

...

I will admit that the notion of walking away from business is a strange and difficult one for anyone involved in our service-oriented trade. But when you consider factors such as profit, reputation, frustration and decreased morale, and cash flow, it is easy to conclude that all business is not good business.

Sell like crazy, service like crazy ... but only the business that is right for you and which respects you and your right to make a profit. Walk away from the rest!



Shawn Venable
Director at Large

Bylaws Change Approved

In a recent vote conducted in accordance with Article XII, Section 1 of our bylaws, the chapter membership voted to approve several amendments. The main effects are as follows:

- Our bylaws are brought into agreement with language and operating procedures set by EASA International.
- State Directors are absolved of responsibility for planning chapter conferences. Instead, conferences will be planned by the chapter officer who will be president during the year the meeting will take place.
- The Meeting Planning Committee is created as a standing committee and is restructured.
- The Board is given the option of having only one conference per year if conditions warrant.

You can download an amended version from the resources page at our chapter website:

www.easasoutheast.org

Room is still available ...

For all classes at the 2002 Technical Forum in Atlanta, Georgia April 25-27.

- Submersible Pumps - Hands-on instruction from Roger Jenkins.
- Servo Motors – Red Norris
- Motor Winding – Fred Stephens

There are also a few tabletops available for our vendors.

But don't delay!

Special Thanks!

To Lenwood B. Ireland of Ireland Electric Company in Virginia Beach, Virginia for agreeing to serve as Virginia State Director. Mr. Ireland was appointed by the Nominating Committee to serve after former Virginia State Director Mike O'Brien was unable to complete his term in office. Our thanks also go to Mr. O'Brien for his service to the chapter!



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IN THIS ISSUE!

**REGISTRATION FORMS FOR THE
2002 TECHNICAL FORUM
IN ATLANTA, GEORGIA
APRIL 25-27**

Send comments, suggestions, submissions, corrections, and complaints to

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