



MAP (Maintenance Agreement Plan)

It has been widely reported that maintenance agreements (known as M/A) are the one thing that can add real value to a company. Buyers will pay for customers who are truly yours, the person who has paid in advance for the privilege of letting you come to their home or business and do not only repairs, but also maintenance. So how and why should we put together a M/A program? Here are the tools needed.

- ✔ Discover why it is good for the customer, the company, and the technician.
- ✔ Learn the nine different circumstances when we should offer M/A
- ✔ Discover the effects of maintenance on operating cost of a system
- ✔ Price out your M/A, including the tasks that you decide should be done
- ✔ Learn the seven distinct benefits of a M/A program for the customer
- ✔ Finally, learn what to say, what not to say to the customer
- ✔ Included are templates for a residential M/A built in Word, completely customizable.

This package has a Maintenance Agreement that can be customized with your information and logos, a pricing system for your company, sample checklists of items to include (or not), follow-up post cards and letters, everything needed to set a M/A program into motion. We have included all the support information and studies to show your team and the customer why M/As are a great investment, good for your company and the consumer.

Everything is customizable; you can add or delete items or terms to suit your company. A complete kit to be used immediately to improve profits and glue your customers to your company, today!