

CHOICE™ ***Service Call Playbook***

***6 Steps to Build a
High-Performance, Service Team***



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CHOICE Service Call Playbook

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The CHOICE™ Service Call Playbook

6 Steps to Build a High-Performance Service Team

The Customer ALWAYS has a “CHOICE”

STEP 1:

C – Character, Control, & Competence: attitude, mental prep, core values, prepared to serve.

STEP 2:

H – Happy Greeting: smile, professional greeting, business card, five quick 'yes' responses.

STEP 3:

O – Overview of System: Issues with Optimism: inquire first (history, impact, wishes), explore second (health, dust, comfort, power/hot water), model upbeat

STEP 4:

I – Inspect - Diagnose – Options to Resolve All Issues: diagnostic every time; highlight red/yellow; present 3–4 Good/Better/Best options; include maintenance club; 'It's your decision.'

STEP 5:

C – Complete Care: work as if for family; thorough notes; record accepted and declined items.

STEP 6:

E – Extra Choices for Effectiveness: efficiency education; IAQ/water/power quality; whole-home safety; return to club; 5-star review ask; leave five referral cards.