



ET Module:

Our Customers

Agenda

- HVAC Repair
- Gutter Cleaning
- Chimney Sweeping
- Handyman
- Painter
- Pressure Washing
- Roofer
- Pool Cleaning & Pool Repair
- Airport Shuttle/ Taxi Service/ Limo/ Transportation Service
- Plumber
- Auto Repair/ Auto Body/ Auto restoration/ Mobile Mechanic
- Auto Wrecker/ Towing/ Roadside Assistance
- Remodeler/ Home Builder
- Cleaning service/ Janitorial
- Landscape/ Lawn Care
- Pest Control/ Exterminator/ Wildlife Control
- Activity: Create the Connection!

At the end of the module, participants should be able to –

- Describe the different industries and verticals that 411 Locals employees are working with.
- Recognize the common rates for each industry.
- Practice relating to the customer using the industry through the Create the Connection! activity.

At the end of the module, participants should be able to –

- Effectively profile the customer
- Build rapport based on customer's industry
- Optimize communication with the customer

Instructions:

1. Summarize the material handed to you per industry.
2. Provide the following per industry –
 - *Same or Similar industry/job found in the Philippines*
 - *Estimated Philippine price for the service*
3. Choose one (1) industry and present how you can build rapport using that industry.

HVAC Repair

- *Heating, Ventilation & Air Conditioning Repair*
- *The technology of indoor environmental comfort.*
- *Goal is to provide thermal comfort and acceptable indoor air quality.*
- *We know it as “Aircon”.*



Price Average:

HVAC Installation (New Unit)	\$5,234
Furnace Installation (New Unit)	\$4,000
Repair Air Conditioning	\$315
Furnace (Heater) Repair	\$270
Clean Ducts and Venting	\$340

Gutter Cleaning and Repair

- *The cleaning, maintenance, and repair of a home's rain gutters.*
- *Annual and/or bi-annual.*
- *Cost Factor: Height of the home, Gutter length, Gutter condition*
- *Usually charged by linear foot (1 foot = .30 Meters)*



Price Average:

Cleaning Cost	\$100 - \$190
Install a gutter system	\$900
Install a copper gutter system	\$4,500
Repair a gutter	\$340

Chimney Sweeping and Repair

- *Smoke leaves behind ash and carbon residue that need to be cleaned out periodically.*
- *Can result in chimney fires, carbon monoxide leaks, and lack of airflow through the chimney to the outside.*
- *Chimney Sweeping – Best done during spring*
- *Chimney and Fireplace Repair – Best done during summer*



Price Average:

Chimney Sweeping	\$120 - \$300
Crack Repair	\$175 - \$3,000
Water Leaks	\$150 - \$350

Handyman

- *A handyman (or handywoman) is a skilled generalist.*
- *Jack-of-all-trades who performs minor repairs or construction tasks on residential sites.*
- *Charge by flat rate or by the hour.*

Price Average:

Small Jobs - 1-2 hours	\$77-\$154
Medium Jobs - 2-4 hours	\$154-\$308
Large Jobs - 4+ hours	\$308 on up
Hall light installation	\$65
Change toilet valve	\$75
Bathroom faucet installation	\$90
Hang ceiling fan (normal height)	\$100
Hang ceiling fan (second story height)	\$250
Install garbage disposal	\$150
Install toilet bowl	\$150
Install kitchen sink	\$250-\$300



Handyman

- Usual services charged per hour -*

Replace thermostat, hang heavy picture, repair leaking pipe, replace a torn screen	1-2 hours
Drywall repair (smaller sections, not an entire room), mount shelves	2-3 hours
Replace window, hang new door (shims, sanding, framework adjustments), woodwork repair	3-4 hours
Repair a wall, install heating and air registers, install carpet (small room)	4+ hours

- Usual services charged per job -*

Hall light installation	\$65
Bathroom faucet installation	\$90
Hang ceiling fan (normal height)	\$100
Hang ceiling fan (second story height)	\$250
Install garbage disposal	\$150
Install toilet bowl	\$150
Install kitchen sink	\$250-\$300
Change toilet valve	\$75

Painter

- *A person whose job is painting houses or businesses.*
- *Cost factors include – Location, Season, Exterior vs. Interior*



Price Average:

Interior (Interior walls and ceilings)	\$940 - \$2450
Exterior (Siding, decks and garages)	\$1,700 - \$3,700

Pressure Washing vs. Power Washing

- High-pressure mechanical sprayer used to remove loose paint, mold, grime, dust, mud, and dirt from surfaces and objects such as buildings, vehicles and concrete surfaces.*

Pressure Washing
High water pressure

Power Washing
Hot water



Price Average:

Pressure Washing	
House, Siding	\$100 - \$300
Driveway	\$80 - \$200
Deck or Patio	\$250 - \$500
Power Washing	
House, Siding	\$220 - \$380
Driveway	\$130 - \$220
Deck or Patio	\$250 - \$420

Roofer

- *A construction worker who specializes in roof construction and Roof Repair.*
- *Done year round.*



Price Average:

Repair a roof	\$700
Install a new roof	\$7,000
Install a new metal roof	\$7,500

Pool Cleaning vs. Pool Repair vs. Pool Builder

- **Pool Cleaning** - Cleans swimming pools and services major pool equipment such as pumps, motors, and filters.
- **Pool Repair** - Repairs swimming pools and major pool equipment such as pumps, motors, and filters.
- **Pool Builder** - Designs and builds in-ground and above-ground pools.



Price Average:

Pool Cleaning	
Weekly	\$177
Bi-Weekly	\$267
Monthly	\$190
Opening & Closing	\$266
Pool Repair	
Average Cost	\$250 - \$900
Pool Building	
Average Cost	\$7,500 - \$30,000

Airport Shuttle/Taxi/Limo/Transportation Service

- **Airport Shuttle** - Often buses, also vans, or any other form of transportation.
- **Taxi** - Car that carries passengers to a place for an amount of money that is based on the distance traveled.
- **Limousine or Limo** - Very large and comfortable car usually driven by a professional driver or a vehicle.



Price Average:

Average cost varies by distance traveled and the luxury level and amenities of the vehicle.

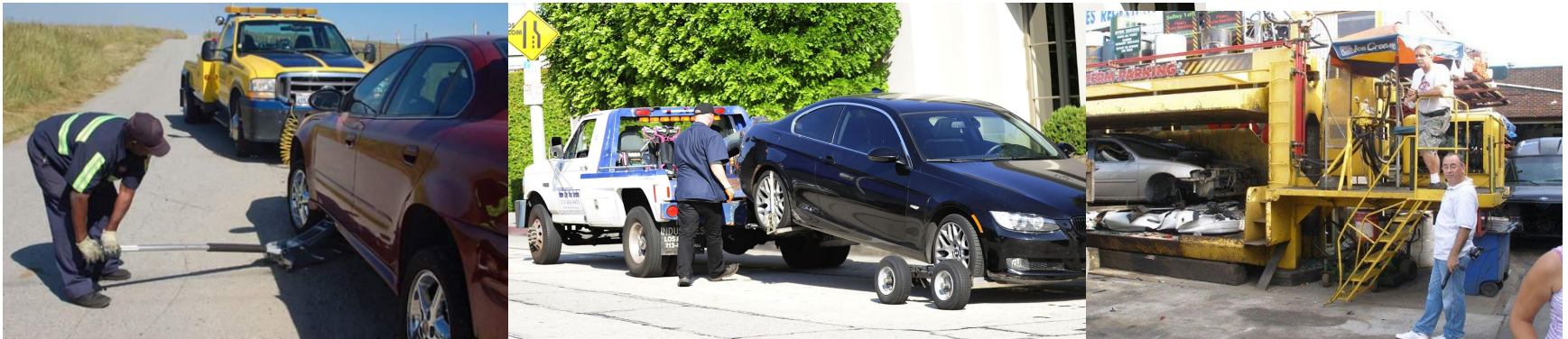
Auto Repair/Auto Body/Auto Restoration/Mobile Mechanic

- **Auto Repair (Mechanic)** - Specializes in diagnostics, repair and maintenance of the internal mechanical and electrical components of cars, trucks and vans.
- **Auto Body** - Fixing damaged car structures
- **Auto Restoration** - The process of repairing the degraded aspect of an automobile to return it to an overall "authentic" condition.
- **Mobile Mechanic** - A technician who travels and performs on-site diagnostics, repair and maintenance of the internal mechanical and electrical components of cars, trucks and vans.



Auto Wrecker/Towing/Roadside Assistance

- **Auto Wrecker (Wrecker Service)** - Demolishes or dismantles old motor vehicles by salvaging usable materials and parts.
- **Towing** - A truck is used to move disabled, or otherwise indisposed motor vehicles.
- **Roadside Assistance** - A service to assist vehicle owners that have experienced a breakdown.



Price Average:

Wrecker Service	\$75 - \$275
Towing	\$125 - \$175
Roadside Assistance	\$52 - \$105 Annually

Remodeler/Home Builder

- **Remodeler** – A person who carries out structural alterations to an existing building or home.
- **Home Builder** - A company whose business is the complete construction of private houses.



Price Average:

Remodeling	
Bathroom	\$9,000
Kitchen	\$20,500
Home	\$35,000
Basement	\$18,700
Home Addition	\$10,000 - \$15,000
Home Building	
Depends on location, size, luxury and amenities, and quality of the building materials.	

Cleaning Service/Janitorial

- **Cleaning Service** – Specializes in cleaning a house, room, etc. and its furnishings.
- **Janitor** – Responsible for keeping the premises of a building clean, and make minor repairs.



Price Average:

Cleaning Service	\$ 115 - 250
Janitorial**	\$18,000 - \$25,000

** Square foot per month for over 300,000 sq. ft.

** Rate also depends whether the job is done in the metro area or the city.

Landscape/Lawn Care

- ***Landscape*** – Improve the aesthetic appearance of a piece of land by changing its contours, adding ornamental features, or planting trees and shrubs or rockscaping.
- ***Lawn Care*** - The care and treatment of grass.



Price Average:

Landscape	\$1,500 - \$5,000
Lawn Care	\$60 - \$260

Pest Control and Exterminator/Wildlife Control

- **Pest Control** – Refers to the regulation or management of a species defined as a pest that is perceived to be detrimental to a person's health, the ecology or the economy.
- **Exterminator** - A person specializing in the elimination of vermin, insects, etc., from a building, apartment, etc.
- **Wildlife Control** - Term given to the process of selective removal of specific species of wildlife.



Plumber

- *A person who installs and repairs the pipes and fittings of water supply, sanitation, or heating systems.*



Price Average:

Plumber	\$169 - \$461
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PROFILE

RELATE

OPTIMIZE

Review of Objectives

At the end of the module, participants should be able to –

- Describe the different industries and verticals that 411 Locals employees are working with.
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Questions?