



Eight Disciplines To Focus On When Not Doing Inspections

Company Checkup

Crises are not universally applied

Employees

Products & Services

Customers



You're not at, *Get set... GO!*

“You’ve already made something out of nothing, so imagine what you can make out of something!”

Stephen Yankey



Your Reality | Mindset

Business Productivity Lifecycle

- Every business goes through quiet periods from time to time
- Knowing this doesn't necessarily make periods of low demand any less worrying
- Adjusting to sudden shortfall of new enquiries, leads or inspections can be challenging because these are all things your business thrives on

It's *not* doom and gloom

- Seasonality - - you've navigated it before
- Ebb and flow of business - - you've navigated it before
- Global events (like now) - - with the right mindset, a quiet period can create an opportunity to enhance your organization



Eight Things You Can Do During Quiet Time in Your Business Effectively

1. Make a personal connection
2. Nurture your network
3. Audit your efficiency
4. Survey your team
5. Implement your process audit
6. Study your industry and local competition
7. Boost your profile
8. Plan for every contingency



Know where you are | drill down into...

Customers : Realtors, Investors, Title Attorneys, Homeowners, Contractors, Lenders, etc.

Employees : Inspectors: Full & Part-time, trainee, Office Staff, Outside Sales, Management, Field Support

Outsourcing : Call Center, CPA, Bookkeeping, Strategic Partnerships, Staff Training, Website

Office/Facilities : Lease/Rented Equipment, Lease/Rent \$, Office Supplies, Maintenance Agreements, Phones & Computers

Common Liabilities : Insurances, Vehicles, Loans, Credit Cards, Inspector Equipment, Marketing



1.) Make a personal connection

You knew this was going to be number #1... Call your referring agents

- Particularly if they usually hear from your sales or marketing team only
- Foster vital relationships beyond your existing transactional basis
- Demonstrate that your company has a human face
- Communicates your actively involved in your business
- Shows you are on-hand to help them or their buyer/seller or Realtor
- Provides insight on their business pipeline
- Reignites leads that have gone quiet

Most importantly connecting reminds them you are at the helm of a healthy, thriving business which is ready and able to assist them when the faucet is turned back on!



2.) Nurture your network

Starts with a conversation:

- Other inspection companies : overflow, mutual training, hiring opportunities, subcontracting, commercial inspections, ancillary services
- Professional contacts you've made over the years could unlock untapped leads
- Get your name out in your local community, district level, county and state network opportunities
- Clean up and update your contact database : You know Realtors are transient...hoping in and out of brokerages.



3.) Audit your efficiency

During a downturn in business your core functions are under less pressure

- Conduct a process audit : Have a novice follow your script, procedure or outline
- What things are done well : Root out inefficiencies and exploit efficiencies
- Create processes when you identify something that is done more than once
- **Are you cooking with the oven door open**



4.) Survey your team

Who better to speak on pain points (or defend status quo) than those who are intimately acquainted with your day-to-day operational tasks

- Opportunity for one-to-one meetings (you have time)
- Departmental meetings
- Diamond (Executive) meetings
- Internal employee survey – what do **they** believe can be improved, eliminated, postponed, introduced and/or implemented



5.) Implement your process audit

Your process audit and survey revealed incredibly valuable feedback

- Implement...implement and...implement
- Begin with establishing goals – *have team participate in timetables and milestone definition*
- Identify specific results that a new or improved process will deliver – *share with team*
- Confirming with your team their total clarity and commitment on what you're trying to achieve is vital for implementation
- Slow times allow your teams to get familiar with new tools, processes, software before using them full throttle

Don't shoot the messenger

“Behind every “complaint” there is a commitment”

Connie Hancock

If you have a complaint you have an opportunity to get curious



6.) Study our industry and your competition

Identify trends in our inspection industry. Know what your competitors are offering. Familiarizing yourself with who has opened shop in your territory. These are all powerful and well worth your time

- New sales verticals
- Competitive edge to exploit
- New territories



7.) Boost your profile

Reaching new customers and reengaging existing clients requires making your company visible

- Virtual broker / Realtor meetings
- Social media *you never had time for Twitter, Instagram, or that other thing you kids use*
- Virtual meeting with strategic partners and networking communities i.e. BNI, Investor Group and Homeowner Association
- This circles back to number #2 Nurture Your Network
- Identify community initiatives looking for sponsorships or physical support
- Introduce more video to ISN emails : confirmation emails can have you speaking to buyers, sellers and agents for both



8.) Plan for every contingency

Knowing what you know now what would you have done differently...

How would've you liked to have seen your team respond (management, inspectors, office)

How would've you preferred to notify and keep employees, stakeholder and clients aware of your business position

How do you rate your company's ability to respond to a crisis (1 – 100)

How do you rate yourself as a leader during this crisis (1 – 100) Why? What do you need to change

What can you do to create your own “Canary in a coal mine”

I don't know how long this
downturn will last, but I can decide
what 1/2/3 things I will do today to
build a stronger, more efficient and
effective business... and... me



QUESTIONS