



## The kiss of death



After we fail to listen properly to the needs of the customer, she lays the kiss of death on us with this quote, "Well, let me think about it."

There will be no thinking about it.

She will move on to someone who at least understands enough about her situation to listen to the factors that caused her to call in the first place.

This would be a company that recognized that there are only a few factors that can cause her to finally look down and see that the carpet or flood needs professional help.

What she is looking for, first and foremost, is a company that listens to her needs. Many husbands will tell you this from first hand experience.

Once the needs are established, the understanding cleaning company will respond with a pre-selected series of statements, or a scripted presentation, to address those needs.

There is no need for random statements of "healthy home," "big cleaning power," or "certified and trained technicians."

Cleanfax Magazine By:

Dane Gregory

January 2008

## What's going on at Sun-Brite

We would like to introduce a new addition to our team John Kritsberg as the Marketing Manager. John has moved from San Diego, CA where he worked for TaylorMade-adidas Golf Company in the marketing department as Performance

Van Coordinator.

Prior to TaylorMade, John has been a facility instructor for the San Diego Golf Academy and also Head Golf Professional at a private country club. John has been a PGA member for over 10 years.

We are very excited to have John on our team and would like to welcome him to the Restoration industry.



### **Did you Know**

~ Recycling one glass jar, saves enough energy to watch T.V for 3 hours!

~ The average person walks the equivalent of twice around the world in a lifetime.

~ All coffee is grown within 1,000 miles of the equator.

~ The average American eats at McDonalds more than 1,800 times in their life.

~ The city of Las Vegas has the most hotel rooms in the world.

~ The storage capacity of human brain exceeds 4 Terabytes. (4,000 gigabytes)

## WHY IS SELECTING THE RIGHT AGENT SO IMPORTANT?



Sun-Brite Professional Service Inc.

Customers seek an agent that can provide them with the proper type and amounts of coverage, to assure them that their assets and love ones are taken care of. In the event of a small or large loss they can be assured that their agent has not only provided them with the proper coverage's but will assist them in handling their claim.

The fastest way to lose a customer is for them to have a bad claim experience, or to receive poor customer service. We can all agree that getting a customer is the hard part, and keeping them should be so easy. We all get the

yearly birthday card, but a yearly phone call to see if all of our Insurance needs are being met could go a long way.

If your customer should suffer a water or fire loss, calling a company to provide emergency mitigation is the first step. Finding a company with honesty, integrity and dedication to excellent customer service will almost always assure the customer has a good experience, no matter how bad the claim. Please keep us in mind the next time your customers need help.

By: Kevin Bullock

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