



Standard Operating Procedure (SOP)

(How to prepare an Additional Work order or AWO)

[11/6/23]

[revision 2]

[Rob Byers]

Objective:

Introducing a Winning Approach to Sales: Enhancing the Customer Experience[.]

Scope:

[Crew or job leader receives 5% commission on all AWO's]

Responsible personnel:

[Crew or Job Leader]

At ACP Painting, we're not just about painting walls; we're about transforming spaces and making dreams come true. While on the job, we understand that the opportunity to exceed our customers' expectations doesn't end with a fresh coat of paint. It's about listening, understanding, and offering solutions that enhance their space, making it truly exceptional.

Procedure:

1. Observing with a Critical Eye

During every visit to your work sites, take a moment to observe the finer details. Notice the baseboards, doors, trim, ceilings, or that one wall that isn't part of the original project. These elements may seem small, but they hold the potential to take your customers' satisfaction to the

next level.

2. Building a Connection

After you've bonded with the customer, take a moment to bring up one of these observations naturally. Engage in a conversation, feel out their reactions, and ask questions. Does it bother them? Is it something they'd love to have done? These questions allow you to gauge their needs and desires without being pushy.

3. The "Temperature Check"

The key to successful sales is making it feel like a genuine conversation, not a sales pitch. Think of it as "checking the temperature" of the room. If you sense that the customer is interested in addressing these additional aspects, it's your chance to shine.

4. Offering a Solution

Let the customer know that we can take care of these extra tasks while we're already on-site, and the best part is that it won't break the bank. Explain to them that we can efficiently complete the work at a reasonable cost, ensuring they get the most value out of their investment.

5. Honesty and Transparency

Confirm the number of hours required and the necessary materials with our experienced crew. Offer a transparent price, starting at just \$75 per hour plus materials. This approach emphasizes that we're here to help them, not to make a hard sell. It's all about making their space truly exceptional and solving their pain points while also providing valuable employment for our team.

6. A Win-Win Situation

When done correctly, this approach transcends the typical sales interaction. It's not about being a pushy salesperson, but rather a trusted partner who genuinely cares about the customer's satisfaction. By solving their needs and enhancing their space, you create a win-win situation where everyone benefits.

At ACP Painting, we're in the business of transforming spaces and enriching lives. So, let's not just paint walls; let's create exceptional experiences, one project at a time. This is our commitment to you, because your satisfaction is our ultimate goal.

****Documentation:****

[AWO form]



ADDITIONAL WORK ORDER

Customer Rob Byers
 Address 20495 N Markon Dr
 Phone 480-867-5809
 Email rob@acpLLC.NET

Description of additional work to be performed
PAINT 2 additional walls in HALLWAY same color as
used in living room.
4 hours and 1 gallon paint

Cost
 ACP Painting, LLC proposes to furnish material and labor, complete and in accordance with the above specifications for the sum of \$ 300. This amount will be added to your final invoice.

Customer Signature [Signature] Date 11/11/23
 Crew Leader Signature [Signature] Date 11/11/23

****Training:****

[The Sales Manager is available for role-play or scenario training.]

****Monitoring and Measurement:****

[Field Supervisor & Operations Manager]

****Review and Revision:****

[Written and revised by the Sales Manager and approved by the Operations Manager before field implementation.]

****Approval:****

[Customer and crew leader]

****Distribution:****

[Operations and sales.]

****Acknowledgment:****

[Job and Crew leaders.]