



# Minimal Effort/ Maximum Reward

*You're shopping at your local home center, anxiously waiting in line to pay for your merchandise. You finally reach the checkout and the cashier greets you with a smile and in a charming voice says, "Hello, how are you today?" The greeting is sincere and memorable. The cashier has just negotiated a very good business deal for her employer. So good, you are likely to go out of your way to shop there again, and probably soon. What's more, you will even defend the store's higher prices arguing the service is worth it.*

*This is an example of Minimal Effort/Maximum Reward. It comes at no cost and requires no additional physical effort.*

**Minimal Effort/Maximum Reward** opportunities are plentiful & are not limited to one's personality. Start thinking about all the trivial actions you make everyday and how changing one small detail can change a scenario completely; whether it is preventing a big problem from occurring, alleviating some frustration, or creating a life changing opportunity of success. For example, how difficult is it to look both directions before entering an intersection? Double checking the alarm clock so you are not late for an important meeting? Reading the recipe before going to the grocery store, instead of realizing you don't have ground mustard during the mixing process? Or, wearing safety glasses before debris gets in your eye? I cannot tell you how many times I have had apprentices get wood, metal, or some chemical in their eye while

wearing safety glasses on the bill of their hat. The list is infinite and the more committed you are to changing your behavior the better your life will become.

For those who earn their living working out of a service van, or those companies who profit from those who work out of service vans, simple organization will reduce driving time, reduce injuries, increase labor profits, minimize damaged parts, while displaying leadership & professionalism.

Believe it – most service technicians spend about the same amount of time driving and searching for tools and parts as they do on the job. Service technicians have to drive, it's understandable, but not half the day! The more time spent on the road the better chance of an accident, and the more people you will need manning the "how's my driving" hotline. The same is true when searching through your van, you are increasing your chance of injuring your back, spearing yourself with a sharp object or hitting your head on the latch catch, all the while your customer watches and thinks, "What a circus act, too bad the kids are not here to see this." They need to get their tools and parts out of the vehicle, but they do not need to spend 15 minutes doing so.

Instead, spend your time communicating with the customer in a positive way. Use this time to explain to the customer what you did or how much your service call will end up saving them. This is an excellent way of growing your business without spending money. Showing your customers how great your company is tends to be much more effective than telling them.

### **Let me give you a scenario of Minimum Effort/Maximum Reward:**

*As a service technician, you arrive at the Grant residence. You begin with your normal routine of writing down your arrival time and getting your tool pouch from the back of the van. As you open the curbside door, you are unaware a plastic container containing hundreds of small screws and fasteners is leaning against the door. Before you can react, the container slams to the ground.*

*Hardware flies out of the container like hornets escaping from a burning nest. Simultaneously, you realize the night before you left in a hurry and didn't latch the lid. With hardware scattered all over the driveway you think, "Now what?" Your first reaction is to slowly look around to see if anyone has witnessed the mishap; and trust me someone has, your customer and the neighbors. You are embarrassed, frustrated, and unconsciously sharing your true feeling with everyone who can read lips while you cleanup the mess. Meanwhile, during the unintended delay, the customer anxiously awaits the ring of the door bell, pretending not to have noticed the unfortunate and avoidable hardware spill in her driveway. As you walk up the sidewalk, you are trying to gain enough composure to introduce yourself in a polite manner. Good luck!*

Had you taken less than ten seconds to latch the lid, this mishap could have been avoided – along with the stories your customer gets to enjoy sharing with her friends and family for the next two weeks.

Simple helpful techniques can have a profound impact on both poor behavior and the lack of efficiency. These are the two most common obstacles that prevent a good employee/employer relationship. It is important to emphasize, it is the customer's money that pays the bills and keeps businesses operating. Business owners and managers tend to cherish customers. So, if you want to maintain a good relationship with your employer, start by taking care of the customers.

Don't risk tomorrow's business on today's poor work habits.

### **Tips that will help you be more efficient**

#### **Create a Routine:**

For example; if installing a piece of equipment involves electrical wiring, plumbing & venting, do these jobs in the same order each time. This will help you create a routine. A routine will make it easier to remember what parts and tools are needed to do the job and which tools are no longer needed and can be put away. Thus, reducing the number of trips you make to the vehicle. This will also help you organize your vehicle according to your work habits. All of these actions will increase your efficiency and improve your attitude.





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