

# HOW TO CONVERT MORE CUSTOMER CALLS



[lifestyletradie.com.au](http://lifestyletradie.com.au)



# Want To Love Your Business Again?

Hi, we're Andy and Angela Smith, co-founders of Lifestyle Tradie and Dr. DRiP Plumbing. We teach tradies in business, just like you, how to break the cycle of chaos — long hours, hiring and cash flow dramas, debt collection, and constant bickering.

When you started your trade business, it was a proud moment. You'd finally be in control. Best of all, it was your ticket to a **better lifestyle for you and your family**. More freedom. But now, the self-doubt has crept in. You had no idea how busy and lonely you'd be feeling at the same time.

How do we know this? We've been there, too.

When we started our own trade business, Dr. DRiP Plumbing in 2000, it went gangbusters. It quickly grew into a **multimillion-dollar business**. At the peak, we had a team of 17 tradies, with eight vehicles on the road. We were on top of the world, right?

Wrong. Our lives were in complete chaos.

Like flicking a switch, we went from making **\$50,000 a month to losing \$50,000 a month**. At our worst, we had \$188,000 outstanding. The dire situation was soul-destroying for both of us and it took a heavy toll on our marriage. Everything we'd worked hard for was hanging in the balance.

We had no systems. Andy kept everything in his head. BIG mistake. Before our eyes, the business was **spiralling out of control** — and we were financially, emotionally and physically spent. We had no idea how to fix it and nowhere to go to get help, which completely weighed us down.

After hitting rock bottom in business ourselves, we climbed out the hard way, learning our biggest lessons through expensive trial and error. Based on this experience, we've developed **Lifestyle Tradie's** award-winning trade business education hub and community.

Here's the thing. It's the best business people who are successful, not the best tradies. TAFE only taught you the rules and regulations. Your first boss only taught you how to swing a hammer.

**You've never been taught how to become a business owner, until now.**

You don't have to reinvent the wheel.

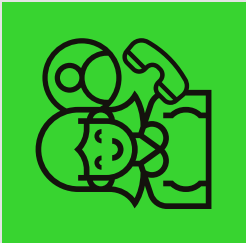
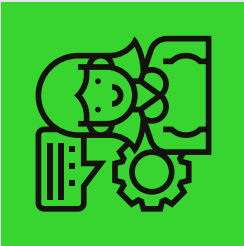

Lifestyle Tradie Membership is for you — plumbers, electricians, builders, landscapers, painters, glaziers, air conditioning technicians, and more — if you want to **reclaim that proud moment**, where anything is possible.

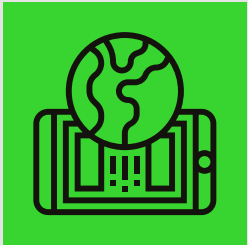
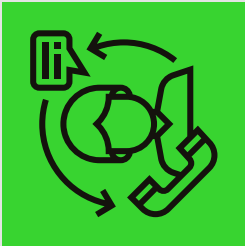
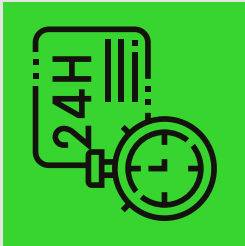
To your success,




**Andy & Angela Smith**

*Andy & Ange Smith*



BUILD IMMEDIATE RAPPORT			Dr. DRiP Example	Mine...
	<b>Happy Welcome</b>		Good morning/afternoon. Dr. DRiP Plumbing, this is <name>.	
	<b>Clarify Problem</b>		Tell me about the plumbing problem you're facing.	
	<b>Ask Name, Number , Address</b>		Could I please start with your name, address and best contact number.	

BE HEARD			Dr. DRiP Example	Mine...
	<b>Feedback Facts</b>		<p>Ask questions...</p> <p>For example: if the customer says they have a leaking tap, ask 'is the leaking tap inside/outside, which room in the house? mixer?'</p>	
	<b>Problem Check-in</b>		<p>Just to confirm; there is a leaking tap in the kitchen sink and the bathroom shower.</p>	
	<b>Set The Rules</b>		<p>This is how we work; we charge a \$55 diagnostic fee which includes the master plumber coming to your house, having a look at the problem and providing you with an upfront cost for any work or testing required. When you go ahead with the work on the day, the \$55 is waived. We accept payment on completion with either cash, credit card or cheque.</p>	

BOOK JOB			Dr. DRiP Example	Mine...
	<b>Suggest Time &amp; Day</b>	<p>We have an available spot either Wednesday or Thursday. Which one works best?</p> <p>Note: consider geographic location     (1. other jobs in area     2. where tradesman lives)</p>		
	<b>Add 'WOW'</b>	<p>Okay great &lt;name&gt;, we have you booked in &lt;day&gt; between &lt;timeframe&gt;. The plumber will call you on his way to give you a more exact ETA.</p>		
	<b>End On A High</b>	<p>Thanks for your call &lt;name&gt;. Have a great day!</p>		



# WHAT'S NEXT?

You're the one wearing the heavy load of responsibility - and suffering major stress.  
Find out how we can help further...



LISTEN TO...



This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

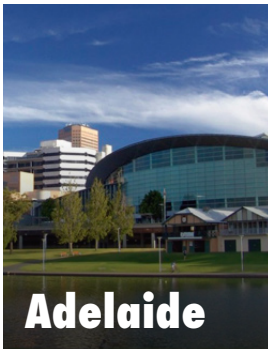
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Stress Free!  
**TRADIE**

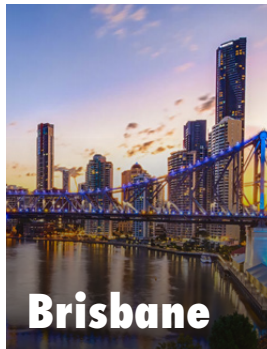
DISCOVER WHAT THE TOP 5% ARE DOING  
DIFFERENTLY ... AND WHY IT'S WORKING



Perth



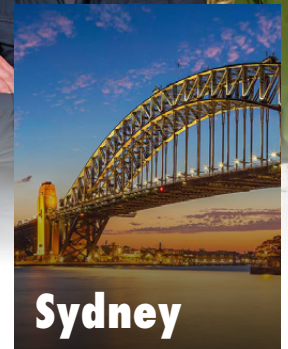
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Brisbane



Melbourne



Sydney

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## BOOK A GAMEPLAN CALL

Book in for a FREE Gameplan call, where we give you the clarity and direction needed to help you create the lifestyle and freedom you deserve.

BOOK NOW

[www.lifestyletradie.com.au/gameplan-call](http://www.lifestyletradie.com.au/gameplan-call)