

- 2021 Meeting Dates!
- Golf Outing – August 20th!
- 1st in Person General Mtg!

2021 Board Meeting Dates

July/August
No Board Meetings

August 20th
Golf Outing
Conley Golf Course
9 am shot gun

Wednesday -
September 15th
1st in Person Meeting!
Screening, Hiring and
Retaining Employees
Federated Insurance
Carmody's Grille

September ??th
2021 Community
Service Project!
Date to be Determined!

October 6th
Board Meeting and
Trap Shot
North Side Sportsman
Association

November 10th
Board Mtg. &
General Mtg.
Carmody's Grille



10 Best Tips to Get More Customers Reviews ... Florida ACCProfessionalAlliance

Online customer reviews are like first impressions. They can make or break your small local business. Building an online reputation with reviews on Google, Facebook, and Yelp is free, easy and super important. After all, 93% of consumers say online reviews impact their purchasing decisions.

The question is: how do you get more customer reviews for your small business? Just follow these tips:

1. Ask for customer reviews and make it easy.

The simplest way to get more customer reviews is to [ask for them](#), either by email or text. Most customers don't automatically think about leaving a review but if you ask them, they will likely be happy to do it. Include a direct link to your Google or Facebook page to make it quick and easy.

2. Don't underestimate the power of an in-person request.

Making a verbal request to your customers, and even explaining how reviews help your business grow and improve, can go a long way in motivating customers. This is especially helpful when you weave it into a conversation while closing a call or service.

3. Set the timing and the tone.

The timing of your ask is a key factor in getting you a response. For a local service business that provides customers with the full experience right away, like a food delivery or an auto repair, make an immediate request as that's when they are the happiest.

Here are some other opportune moments to ask for a review:

- After a repeat order
- If they tag you on social media or mention your brand
- Upon receiving a referral
- A "review us" link in the email signature of any transactional emails or customer service emails is a great way to make it easy. The customer only needs to click this link to be taken to a review platform of your choice.

4. Send a reminder.

Send a quick reminder a few days after the first email or text if you haven't received a response. Keep the follow-up simple and point them directly to where you want the review left. The key is to keep it simple and to time the email to go out either early in the morning or after work around 6-8 pm as these seem to be the **most opportune times** for people to be online.

5. Help your customers write a review.

Providing customers with sentence starters can be super helpful. This one works especially well with long-time or repeat customers with whom you have a trusted relationship. Send questions in an email, ask for their permission to turn it into a customer review and post it on your website under their name. Most happy customers are willing to write your praises but feel stuck on words so give them a set of questions to answer and help them lay out their thoughts.

10 Best Tips to Get More Customers Reviews

... Florida ACCProfessionalAlliance

Continued from page 1

Your initial email may sound like this:

"Hi Susan, I hope your recent experience with our company was exemplary. We are always looking for ways to keep our customers happy and we would love it if you could review our company. You can either follow the link below that will take you directly to our Google/ Facebook reviews page or answer some questions for us by replying to this email. With your permission, we would like to publish your responses on our website under your name."

Here are some questions to include:

- What was it like before you had our product or service?
- What made our product or service stand out?
- What made you happiest about working with our company?
- What's the main reason you recommend our product or service?
- Was there anything we could have done differently?

6. Personalize the email.

It's hardly a surprise that targeted personalization has proven to increase customer engagement. Instead of saying, "How likely is it that you would recommend this brand to a friend or colleague?" it's nicer to say, "Hi Mark, how likely is it that you would recommend this brand to a friend or colleague?"

7. Use the negative customer reviews to your company's benefit.

A **negative review** is inevitable but also a great opportunity to create a positive image. People usually look for a pattern of reviews, and one negative review isn't going to overshadow a hundred glowing ones.

So instead of stressing out, respond with an apology and ask for the details of the situation. Then, offer a solution and request the customer to update their review. An updated review which details how your company made an extra effort to solve customer issues will make your success snowball.

8. Reach out to repeat customers.

These are your happiest customers and biggest fans. They are most likely to wax eloquent about your service, and write a glowing review. Their words are likely to have the most far-reaching impact because they will likely talk about how often they use your business and come away happy.

9. Respond to all customer reviews.

The customer has taken time to leave you a review and it's your duty to respond. When people see that you respond to every review, good or bad, it shows you truly care about their sentiments and prompts new customers to share their own experiences.

10. Don't forget to thank your reviewers.

A simple thank-you message goes a long way in reminding customers of your impeccable customer service, and making them feel valued for their time and effort. It also makes them more likely to review another of your products or services the next time.

Take these steps to build your online reputation because when the reviews get better, they lead to more customers, which leads to more reviews.

**ACCWPA
Corner**



*Integrity is the
essence of
everything
successful.*

**PEACE, LOVE
and JOY
thru out 2021!**

**SmartWords
One Kind
Word can
change
someone's
entire day!**

Inspiration

**Work
HARD
Dream
BIG
Never
GIVE UP**



740 Pittsburgh Road (Route 8), Butler, PA 16002 • 724-586-7711

Friday, August 20th, 2021

7:30 a.m. – Registration ♦ 9 a.m. - Shotgun start

\$125.00 per golfer

(Texas Scramble, putting green, golf & cart, light breakfast, Hotdog/at turn, Buffet dinner, cash bar, prizes)

\$40.00 per person (Dinner Only / cash bar)

DRESS CODE: Golfers are required to wear appropriate golf attire. Tanks tops, tee shirts, blue jeans, athletic pants are swim ware are not permitted. Metal spikes are not permitted on the golf course or in the clubhouse. Respect for the golf course and fellow golfers is required.

SIGN UP EARLY - Maximum number of golfers – 72

We will have **Specialty Gift Baskets** valued between \$100 - \$125 each. Raffle tickets will be \$5 each buy as many as you like! Put your ticket(s) in the box in front of the basket you would like to win! Example of baskets: Wine Basket; Coffee Basket; Cigar Basket; Lottery Ticket Basket; Dog Lovers Basket, Truck it Basket and may more! Check them out before golf begins!

Putting Contest closet to the pin at turn for \$5 for a chance to win a \$100 Visa Gift Card donated by Johnstone Supply.

50/50 Raffle

NOTICE: No Cancellations or Refunds after August 11th

*Make Check out to **ACCWPA** / mail check and registration form to:*

ACCWPA • 126 Resolution Drive • Mars, PA 16046-3719

To pay by Credit Card call the ACCWPA Office at 724-687-7860

PLEASE PRINT CLEARLY!

Golfers: _____

Company: _____

Email: _____ Cell # _____

TRAP SHOOT – Wednesday - OCTOBER 6th!
Join us for loads of FUN!



Trap Shoot



Join us for loads of FUN!

Wednesday, October 6th, 2021

The Club has advised us that there is a shortage of 12g shells and there may not any available to purchase from them that evening.

We highly recommend you purchase and bring your OWN 12g shells to the shoot!

ACCWPA is trying to get some to have available for sale that evening.



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- Networking events
- Discounts on seminar
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State recognized
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- Code enforcement updates • Local lobbying
- Indoor Air Expo
- Voice for the local contractors
- Golf Outing
- Education opportunities for your technicians office staff
- Advocacy agenda promote contractor interest
- Labor and HR legal advice before utilities
- Helping members to stay ahead of the curve
- 8 Monthly informative meetings



Upcoming Meetings!

2021

July / August

No Board Meetings

August 20th

Golf Outing

Conley Golf Course

9 am shot gun start

DATE CHANGE!

Wednesday -

September 15th

1st In Person

Meetings!



**Work Hard in
Silence,
Let Success
make the
Noise!**





Not a Contractor or Associate member?

We'd love to serve you, too.

For additional information visit

www.accwpa.org
or call 724-687-7860

Email: accwpa@zoominternet.net

Additional reasons for membership are:

- Company membership applies to all employees of your firm.
- **NEW!! Contractors Free Associate Membership in Service RoundTable!!**
- Networking!!!
- Monthly meetings with informative presentations that benefit both the Contractor and Supplier.
- Relevant technical training and educational classes.
- 4-year Apprenticeship School with curriculum that is focused only on the HVAC industry!
- Monthly newsletters and email communications filled with industry information and updates.
- Insurance for member's company discount.
- Social Outings that everyone can participate in.
- And much more to come!

Join today!

ACCWPA is the Professional Alliance designed exclusively for today's HVAC/R Contractor!

2021

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"Be There Fund"

(Must be an ACCWPA member to Win!)

Next General Meeting - \$240.00

With vehicle crashes on the rise and cost of crash-related litigation skyrocketing, many businesses are leveraging in-cab technology to help protect their drivers, operations, and bottom line. Many early adopters have achieved impressive results, such as fewer accidents, fewer claims, and fewer false accusations levied at their company drivers. In-cab technology ultimately encompasses any tool that collects information and quantifiable data to evaluate driver behavior, vehicle performance, and road conditions. It could include:

Video or Dash Cams

Are your drivers wearing a seatbelt? Are they distracted by their phone or radio? Do they speed or display road rage? Does the video support their statements regarding who was at fault in a collision?

Drivers who know they are on camera may be more safety-conscious behind the wheel. And, if they are not driving safely, video footage can help you identify their risky behavior so you can take corrective action before a crash occurs. Video recording around the exterior of the vehicle can also help give you a clear view of the facts should a collision occur, which may help support your defense against false claims levied at your drivers.

GPS Tracking and Vehicle Monitoring

Are your drivers on time and taking the most efficient driving routes? If there is an incident, will your drivers remember the exact location where it occurred? Could your drivers more effectively be responding to urgent customer service needs?

GPS tracking tools can help you get full visibility of your fleet vehicles out on the road in real time. Some GPS services can provide information on vehicle location, provide an overview of a vehicle's daily route, and note the location of an incident. They can also help you find the closest available vehicle when you need to respond to a customer quickly. Telematics systems can also monitor factors such as speed and break usage, giving you a better picture of your drivers' behavior behind the wheel.

Predictive Analytics and Insights

Do you know how your company drivers compare to others in your industry? How might fleet performance and driver behavior today impact your business down the road?

By analyzing video footage and vehicle performance data, some in-cab technology solutions can provide valuable insights that help you predict and proactively address problems in the future. These insights can be specific to your business and may help you to pinpoint opportunities to improve your safe driving culture and fleet performance.

While in-cab technology may help lower operating costs, lower insurance premiums, increase productivity, and create better fuel efficiency, what really matters is that it can help your company drivers make it home safe today.

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Every Job is a
**SELF-
PORTRAIT**
Of the Person
who does it.
Autograph your
work
with
Excellence!

AUTHOR UNKNOWN



ACCWPA Newsletter and all notices:

If you like to get our
ACCWPA Newsletter
send your
email address to:
accwpa@zoominternet.net



ACCWPA is the Professional Alliance designed exclusively for today's HVAC/R Contractor!

Membership Advantages:

Networking with other contractors. This source of information is invaluable in handling problems within your own company. ACCWPA members help fellow members to be successful!



ACCWPA distributes ACCWPA Newsletters monthly to members and selected non-members, so that all those in the HVAC/R industry can keep informed of issues regarding our trade, and Chapter activities. We hope the non-members will see this newsletter as an example of the quality services that ACCWPA provide.

Contributions or suggestions can be emailed to accwpa@zoominternet.net

ACCWPA is an Affiliate Member of:



ACCWPA Upcoming Events

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No Board Meeting

August 20th

Golf Outing
 Conley Golf Course
 9 am shot gun

DATE CHANGE!

September 15th - Wednesday

1st in Person Meeting!

Screening, Hiring and Retaining Employees
 Federated Insurance
 Carmody's Grille – Neville Island

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