

THE TRADIE SHOW

Technology 'Must Haves'
That Power Your Trade
Business



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EPISODE 2

Technology ‘Must Haves’ That Power Your Trade Business

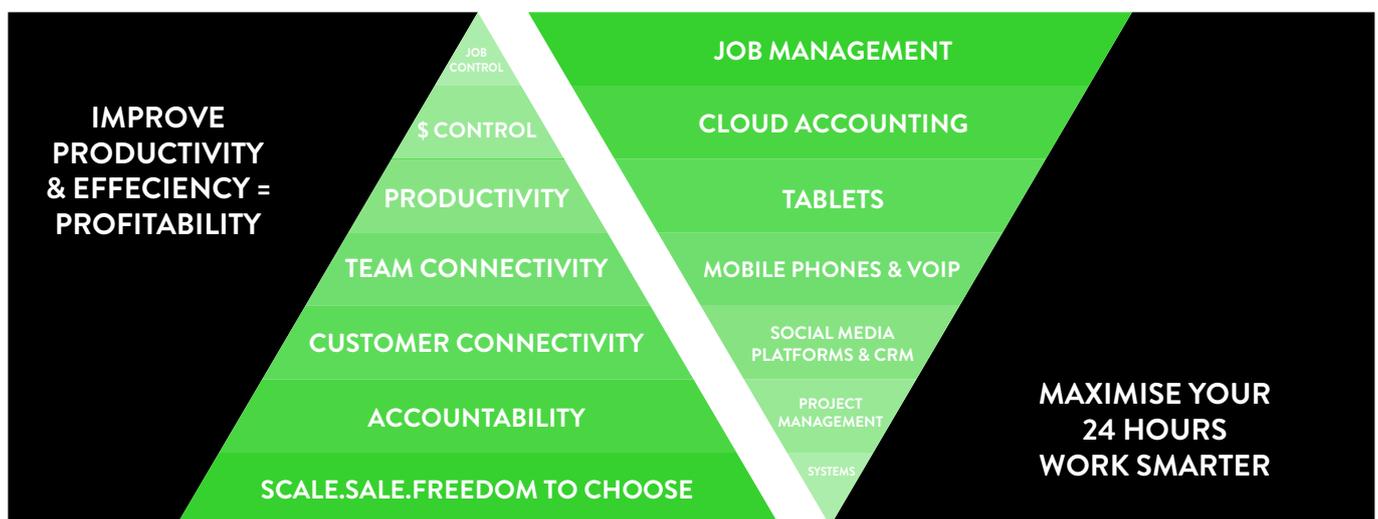
Customer’s behaviours and demands have changed overtime. Technology in trade business is even more important in helping business owners deal with this. Examples of these changing behaviours and demands include:

1. **Complex life** - busy
2. **High connectivity** - want help now
3. **High customer expectations** - they want an answer and they want them now

This can cause stress for tradesman. But, the fact of the matter is that technology is not going away, and the expectations that consumers have on tradesman is not going to change. So, it makes sense that trade business wners embrace technology to reduce the stresses placed on them by customers.

‘**The Tower of Power**’ explains what areas of your business you need technology in, why you need it and what technology to implement.

The levels of the ‘The Tower of Power’ are as follows:



Job Control

Implementing Customer Relationship Management (CRM) software systems or Job Management software systems in your business are important for job control.

Job Management software systems have the following abilities:

- Contain all customers details
- Stores information on previous visits to customers
- How much customers have spent
- You know a customers profitability to the cent per job, per tradesmen
- You can take photos of the job you did or quote and upload it to customer files
- You can document other notes such as small things about customers like their dogs name or kids names so that they feel important
- All done on the job and there is no paperwork!

This is a more efficient and organised way to deal with customers from an office staff and tradesmen perspective. But, by notating small details and being organised it also builds trust and a connection with customers.

Job Management Systems you could use include:

ServiceCEO, AroFlo, ServiceM8, GeoOp, simPRO, WorkfloMax.

- Make sure you research what suits your trade industry best – many are quite specific by trade.
- ServiceM8 and GeoOp - good for smaller businesses who can't spend as much money
- AroFlo or simPRO – good for bigger businesses ready to take it to the next level
- Make sure it is compatible with your cloud accounting software (see below)

Money Control (\$ Control)

Implement a Cloud Accounting software system to control the money in your business. It is important that this is compatible with your Job Management software system so the two programs can communicate with each other.

A Cloud Accounting software system you could use is:

Xero

Productivity

Look at using devices (smartphones, tablets) in your business to run these Job Management software systems and Cloud Accounting software systems off.

This is more productive because you can check what is happening in your business from various devices and from literally anywhere that you have a phone or tablet on hand. It gives you more control of your business.

Team Connectivity

It is important to find quick, efficient and clear ways to communicate with your team that will not consume too much time and interfere with what they are doing for too long.

Communication tools that you can use with your employees includes:

Skype, Voxer, VoIP

The biggest benefit of something like Voxer is that you can leave a voice message for someone, you can see when he or she opens it so you know they have received it, meanwhile you and them can continue working.

Customer Connectivity

There are so many potential ways that customers can stay connected with you and you need to have these methods available for them to meet their expectations. It's all about putting your business (marketing) on the social media platforms so that your target market can reach you.

Ways you can stay connected include:

- FB, Twitter, LinkedIn,
- Tawk.to - where customers can talk to you via a chat function on your website and it comes up on your phone or computer as a message.
- Active Campaign, Ontraport, Mail Chimp - You also need a mechanism for you to contact your customers. If your job management software doesn't have a marketing system as part of it to help you stay in contact with your customers you need to apply another system.

Tip: Use Google Analytics to track where your leads are coming from so you know which areas to invest your time and money into, and which to stop using.

Accountability

Implement Project Management Tools to hold you and your employees accountable. You can use the systems to list what needs to be achieved and you can track how efficiently they are going about doing this. Employees can get emails and text messages to keep up-to-date with what needs to be done.

Project Management tools you can use include:

Teamwork and Base Camp

Scale, Sale, Freedom to Choose

You need to have solid foundations in your business to be able to scale it, sell it or have the freedom. The best way to do this is by implementing systems.

Implementing a step-by-step flow chart system is the ideal way to manage how every task is done in your trade business. Having a guide of every aspect of your business means that employees are clear about what needs to be done and as a result they reduce the amount of errors made. With systems there are no secrets about any of the processes in your business and it is a great way for employees help you to improve the business.

Tools to develop flow charts include:

- Lucid Chart, which connects to Google Sites.
- Another great way to capture information for training is to do videos using screen snapshots. You can record the computer screen as you complete a process using a program on your computer, and save it for all future employee training E.g. QuickTime snapshot

What's next?

You're the one wearing the heavy load of responsibility — and suffering major stress.

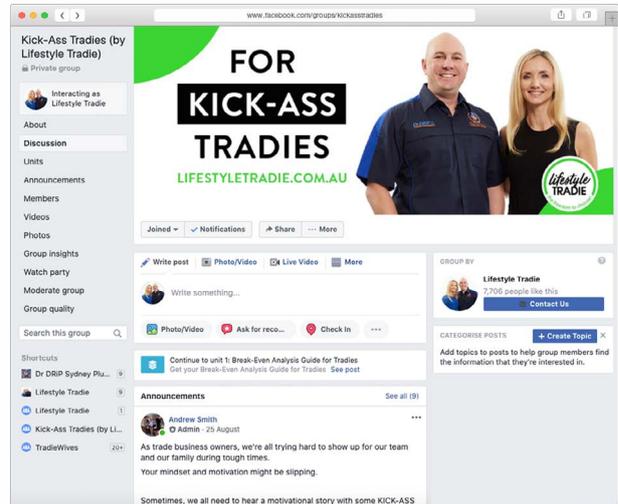
Ready to change it?



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Kick-Ass Tradies

Where you can gain access to trade-specific tips and resources, PLUS join the conversation with a community of like-minded tradies.

[facebook.com/groups/kickasstradies](https://www.facebook.com/groups/kickasstradies)



Lifestyle Tradie Live



Join us at our live event,
Lifestyle Tradie Live

These 1-day live events are jam-packed with trade-specific knowledge that YOU need to know in order to build a strong, successful trade business.



Jump on a **Strategy Session with Andy**

Register now for a 15-minute call with Andy now to smash out what you need to do right now, to provide you with clarity and direction in your trade business.

Head here to book it now

<https://www.lifestyletradie.com.au/strategy-session/>

