

Business growth checklist for fire protection specialists

Six key topics stand out when we're talking with our clients about how to grow their business. If you're interested in expanding your business, ask yourself these questions.

Are you looking after your team?

For a business to be successful, good staff with the right skills and mindset are essential. If you want to hold on to your valued employees, improving their job satisfaction is key. Staff that feel valued and appreciated are more likely to stay – and to go above and beyond for your company.

Are you doing enough to attract new customers?

Promoting your business and attracting new customers is critical to your long-term growth and financial stability. Along with a well-designed website, your marketing plan could include social media, Google keyword advertising, and targeted sponsorships. What's important is that your business stands out from other service providers.

Do you have measures in place to ensure you never miss a test?

Organising a myriad of tests as per scheduled frequencies is challenging. Missing a routine inspection looks bad, impacts compliance and costs you money.

With automated scheduling you can book thousands of activities within seconds in accordance with respective standards or contractual obligations.

Are you helping your customers solve their problems?

It won't be a surprise that the fire protection industry is quite competitive. While attracting new customers is important, retaining your current customers is even more important. Solving their business problems is one of the best ways to demonstrate your value and maintain their loyalty.

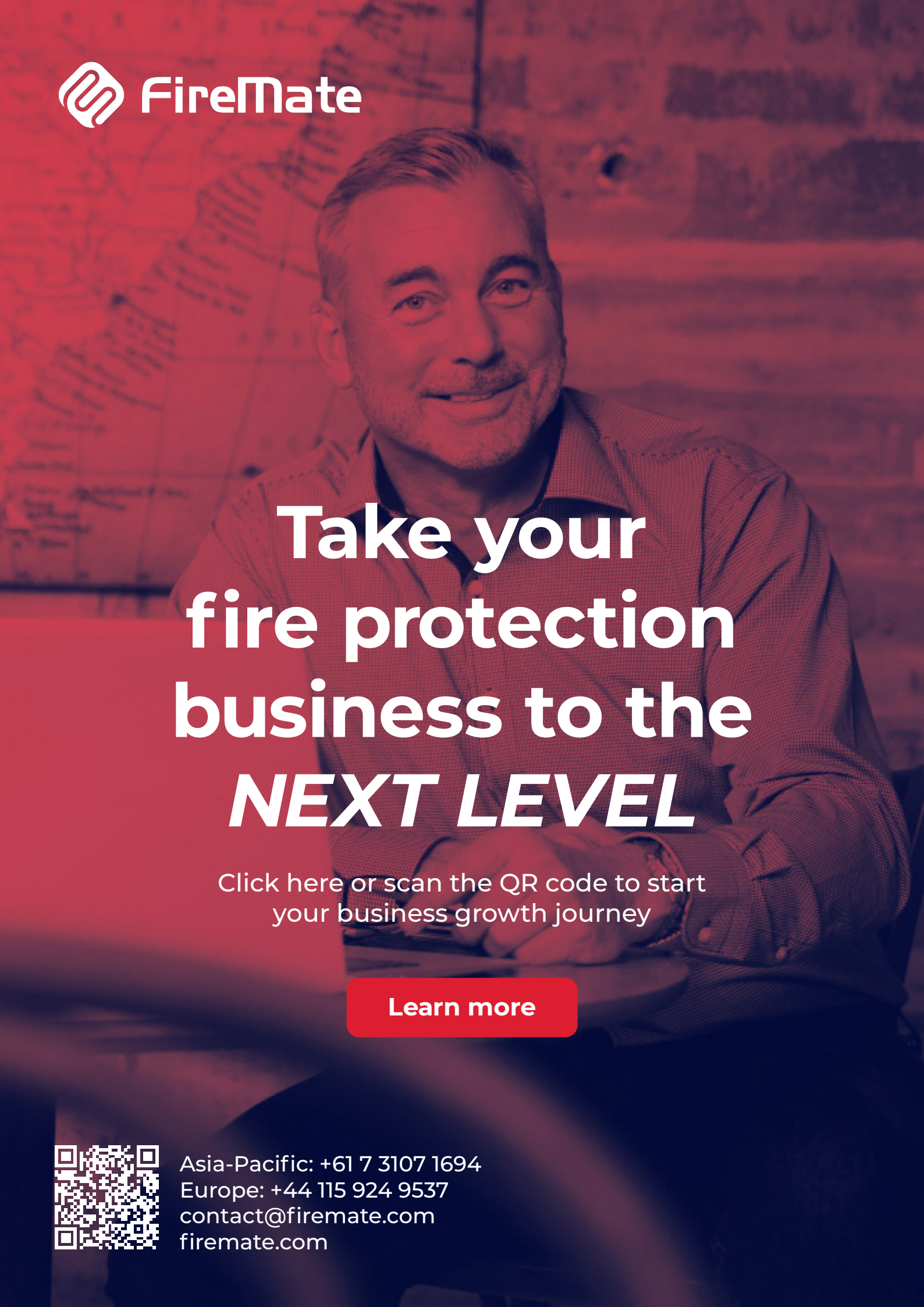
Is your defect management process optimised?

It's crucial to make it easy for your techs to identify and raise defects as well as provide reports that help your customers to recognise the importance of defect rectification. By automating quote follow-ups, your work is dramatically reduced, compliance is assured and revenue is collected in a timely manner.

Do you know what's happening in your business?

It's hard to focus on business growth if you don't know what's happening in your company. One of the most important business fundamentals is to know where you have capacity bottlenecks.

Having actionable business insights designed specifically for a fire protection business means you can make clever business decisions sooner.



Take your fire protection business to the *NEXT LEVEL*

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Asia-Pacific: +61 7 3107 1694
Europe: +44 115 924 9537
contact@firemate.com
firemate.com