JD JAMES DEWANE
Helping Electricians Attract and Keep More Customers

10

DAY

ToolBox
Challenge

Day Eight

WORKBOOK

Day 8:

Keeping in Touch with Past Customers

Why This Matters

Most electricians focus only on getting new customers—but forget to stay in touch with the ones they've already impressed.

That's a massive missed opportunity.

Past customers already trust you. If you stay in contact, they're more likely to:

☑ Call you again for future work

☑ Recommend you to friends and neighbours

☑ Leave reviews or respond to upsells

This step aligns with **Keep-in-Touch (K)** and **Relationships (R)** in the S.P.A.R.K.S Blueprint. Marketing isn't just about leads—it's about retention and referrals too.

Staying in touch doesn't have to be complicated. A few simple systems can keep you top of mind all year round.

Step-by-Step Instructions

Step 1: Start with a Basic Customer List

Use your CRM or diary to gather:

- ➢ Names
- ➢ Emails and/or mobile numbers
- ➢ Job type and date completed

If you're using the ToolBox CRM or SBD, you can import these easily and tag them accordingly.

Step 2: Choose 1 or 2 "Keep-In-Touch" Methods

Here are simple ways to stay connected:

- ➢ A monthly email newsletter with seasonal tips, safety reminders, or new services
- ➢ Reminders for important dates like EICRs, RCD tests, smoke alarm replacements
- ➢ Occasional texts with service updates, booking availability, or "it's time to check" alerts
- ➢ Christmas cards, birthday texts, or 'thank you' messages (if appropriate)

🧠 *You don't need to do them all. Start with one method, done well.*

Step 3: Automate Where Possible

Use the ToolBox CRM to:

➢ Set annual service reminders
➢ Tag customers by job type (e.g. rewires, landlord reports, consumer units)
➢ Send out pre-written email campaigns or text follow-ups
➢ Set calendar reminders for key customers or contract renewals

🔄 Keep-in-Touch Summary

My Chosen Method(s) for Staying in Touch Will Be:

☐ Monthly Emails

☐ Annual Testing Reminders (e.g. EICR, RCD, Smoke Alarms)

☐ Text Message Updates

☐ Thank You / Holiday Messages

What I'll Need to Set Up (CRM, Templates, Contact List):

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This Week, I'll Begin By:

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📌 TASK: Build a Stay-in-Touch System That Works

> When was the last time I contacted a past customer without being asked?

"I only contact them if they reach out first."

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> What reminder or helpful tip could I send that adds value—not just a sales message?

"Remind them about safety tests or electrical upgrades."

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> How can I build trust and loyalty through simple, helpful communication?

"Stay relevant by showing I care about their safety and service experience."

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💬 Examples of Great Keep-in-Touch Messages

☑ "It's been a year since your last EICR—need a reminder to book the next one?"

☑ "Here are 3 signs your RCD may need testing (and how to check it safely)."

☑ "We've just added smart lighting installations—want to know more?"

❓ Questions I Need to Ask Myself

➢ What's stopping me from keeping in touch consistently?

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➢ Do I have a customer list that I can start using?

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➢ What would I appreciate hearing from a tradesperson after a job?

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💬 Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- What messages or reminders have worked well for others?
- What's the best tool to automate emails or texts?
- How often is "too often" when following up with past customers?

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⚠️ Common Mistakes to Avoid

✖ Only contacting customers when you want more work

✖ Sending irrelevant or generic sales messages

✖ Forgetting to track when you last contacted someone

✖ Not collecting emails or phone numbers after each job

📝 Notes & Takeaways

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📚 ToolBox Resources

✔ Keep-in-Touch Training

✔ Customer Reminder Templates

✔ Facebook Members Group — *What Follow-Up Messages Are Working?*

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