

RESTORATION TECHNICAL INSTITUTE

Knowledge, Passion, & Inspiration for Your Success

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Restoring Success: Three Banned Phrases in Business

By Lisa Lavender COO Restoration Technical Institute

Over the years, I have found three phrases, just a couple of words each, which are bad for a restoration or cleaning company. How bad can a phrase be? You might be surprised..

1. "It's Fine."

If a customer says, "it's fine," it means they will reluctantly accept the product, service or situation. They may like you and do not want to offend you or they may not want to be difficult. Do not mistake their passive acceptance of anything you do as meeting or exceeding their expectations. Unfortunately, at times, our very presence in someone's home is an inconvenience as there may have been a disaster that caused our arrival. Equipment running, drywall removed, containment systems, it is not an ideal situation and you may get an, "it's fine." However, do not take that as a cue that your customer is just dealing with the inevitable. Take it as an opportunity to communicate and bring comfort. I caution you not to translate "it's fine" as being thrilled and happy. If you render repairs, carpet cleaning and other services, an "it's fine" could be an unhappy customer in disguise.



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Media Blasting For The Restoration Industry

Media Blasting is a great tool that is sometimes under utilized by restorers. During our recent Fire & Smoke Restoration Class, we trained with the [IBIX](#) media blaster which can handle a variety of media at a variety of pressures.

A great option for restoring a variety of contents and fire or smoke damaged surfaces. How do you choose the right Media? Check out this great link from our friends at, ESCA: [Media Blasting Chart](#)



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