

VINCENT'S NEWS

The 'Van-Go' Gallery



"Wherever you see a 'Vincent's Van Go' you know the job will be a work of art."

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OWNER'S CORNER
THROUGH MY EYES

1 Tonight, I enjoyed a
1 sunset on my deck. Karen
1 and I had taken
2 advantage of a beautiful
4 evening to do all the
4 things we like to do after
a day at work when the
weather warms up. First,
we went for a spin on our
bikes. Our yard backs up
to the Wadhams-to-Avoca
trail, and it is a favorite
pastime to go on an
evening ride and get a
little exercise. We get to

experience it in
all the seasons, but
I think springtime
is my favorite for
all the sounds of
the frogs in the
marshy areas
and to see
everything
greening up as
things come alive. Also, this
is in the narrow window of
time before there are a lot
of bugs and mosquitos so
we can really enjoy being



Here is 2018 Winter Drawing 1st place winner William Sendzik of Port Huron with the NSI 3000 Low Level CO Monitor he chose. With him is technician Michael Smith who presented it to him.

outside and not have to worry about being bit up. When we got home we grilled out for supper. I got

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Did You Know...

...you can provide year-round protection for your air conditioner from leaves and other debris getting into it with a Kool Kap. See the enclosed insert for details.

Customer Satisfaction Part 3:

Why We Guarantee Your Satisfaction (And Why Other Companies Can't)

When you're making an investment decision for your home - whether it is a small procedure like an annual maintenance visit or a larger investment like a system replacement - the most important factor in determining your ultimate satisfaction is not the equipment brand; it's not how much energy it uses or saves; it's not how many years the manufacturer promises to warranty -

in fact it doesn't have anything to do with the equipment. The most important consideration is simply the company you choose to deal with. That's because your satisfaction is not something the equipment manufacturer can control; both how well the product performs and your satisfaction depends entirely on the company you pick.

Michael Gerber, author of the bestselling business book 'The E-

Myth' says that most businesses are started by people who think that because they are good at delivering the products or services of a business - that they would also be good at running a business. This is a mistake, says Gerber, because the skills needed to run a business are entirely different that those needed to provide the products and services. The typical result? - a business that has no

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Customer Satisfaction (Continued from Page 1)

systems or procedures for how things are done. Instead, there is a key person – usually the person who thought they could run the business – that calls all the shots about everything that takes place. The business is perpetually in crisis management mode and without systems in place it can only produce inconsistent or uneven results and experiences for its customers at best.

And unfortunately, if you remember the old Ed Sullivan show, this person is a lot like the guy who spun plates on the top of poles. If he didn't keep running around back and forth between the plates like a chicken with its head cut off they would stop spinning - and then fall and break. Sadly, this is a 'too accurate' picture of the way most plumbing, heating & cooling businesses are run. And plates fall quite often in businesses that operate in this way.

The solution? According to Gerber the most successful

businesses – and the ones with the happiest, most satisfied customers - are those that institute systems and procedures to address every aspect of the business. In this environment there is a system that keeps every plate spinning and very rarely do any fall and break. And the result? A reliable product and a predictable experience that customers know to expect. And clients are satisfied and happy.

The plumbing, heating & air conditioning industry is no different: most businesses are started when a technician assumes that because he is a good technician that he should also be a good businessman. But unless he invests time and money into systemizing his operations so it can run independent of his finite individual efforts he falls into the E-Myth trap.

That is the situation where a business can only 'deliver the goods' up to the level of the owner's abilities and how far he can spread himself between all the promises he has made and the expectations his customers

have of him.

Dissatisfaction is typically the gap between two differing sets of expectations. But in the case of a contractor caught in the E-Myth trap he may have all the best intentions in the world, but he is in a place where he physically does not have the time or resources to deliver on his promises or the expectations people have of him. Something – or somebody – has to give. And when it happens it's never pretty.

At Vincent's Heating & Plumbing we have made that investment in systems and procedures. This is why we can guarantee your satisfaction in writing – and now you know why other companies can't and won't.

In the next segment of why the company you choose is the most important consideration, part 4, I discuss Why Companies That Can't Guarantee Your Satisfaction Must Depend on Being Cheap.

-Daniel Squires

What Our Clients Are Saying...

I scheduled with the office, they called to alert me that the technician was on his way at the appointed time, he arrived and did the work in a very professional manner. He was efficient, polite, and thorough. He had parts with him. Very simply, a positive experience!

Steven—Marysville, MI

Through My Eyes (Continued from Page 1)

the grill going and cleaned it off from my Mother's Day cookout. Karen threw together a tossed salad while I grilled a couple of steaks.

We ate these sitting on our deck and enjoyed just the luxury of being able to spend so much time outside without needing a coat!

Afterward we cleared our dishes and remaining in our same spots we played a hand of a fun (and highly addictive) card game called "Play Nine". This is a game that we were introduced to by some friends on New Years Eve that we liked so much that we got it for ourselves and have been playing it regularly since. As you might gather from the name, the cards feature a golfing theme and like golf it is a nice way to relax. But unlike golf, a round of the card game only takes about a half hour for two people - just the right amount of time and a nice way to spend time together and talk.

By the time we finished the sun was low in the horizon and Karen started feeling a little chill so she went in. But I just couldn't go in yet because it had been such a beautiful evening that I wanted to savor the last few minutes before the sun disappeared. A perfect end to a day.

And while I like to do the exciting stuff, like going on vacation or going to Comerica Park to see the Tigers, I really like the simple stuff. In fact, we enjoy our summertime routine so much that we save going out of town on vacation for other seasons. What is it that we like so much? I think it is just the simplicity and the routine.

King Solomon commented on finding satisfaction in life in Ecclesiastes 3:12-13 when he observed "I know there is nothing better for people than to be happy and do good while they live. That each of them may eat and drink and find satisfaction in all their toil – this is the gift of God." And while a strict reading of the word 'toil' is work – and satisfaction can be found in work – I interpret it more loosely to mean "routine" – the simple things we do over and over.

For me, I find that I get more satisfaction and accomplish more things the more I order my life with routine. Far from being boring by sameness, things actually go smoother when there is a plan that doesn't require a lot of thinking. Like getting on my stationary bike during the winter months to exercise. When it's a routine there is no need to make a

decision as to whether or not I will or won't do it – because if I leave it open I know that more times than not I will skip the exercise – and not be any closer to my goals. Having a routine even extends to other ongoing periodic things like dental appointments and car maintenance – when they are a routine they won't be forgotten.

It's part of the reason that we provide our customers with our VHP Club program. Your equipment will perform better and you and your loved ones are safer when your equipment gets the attention it needs on a regular annual basis. If you don't make a commitment to having it taken care of on a regular basis chances are it will be overlooked and forgotten. Plus waiting until things are less busy to make time for it is another way that important things are put off indefinitely.

With the VHP Club, we take care of remembering when your equipment needs to be looked at and we send you a letter with an appointment reminder and follow it up with phone calls. That way you can get on with the more important things of your life – like enjoying a sunset.

– Daniel Squires

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Vincent's Heating & Plumbing is proud to install Amana equipment, made in the USA.

Vincent's Heating & Plumbing

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National Doughnut Day (First Friday in June)

D A O R K P M H R M T B W C R A F A
R O X G P C D G L X A O Z J A P R G
W Y U B G R R J P P C S E U B C O P
B A D G A A G U P X Z T G Q E T S T
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Custard
Fritter
Jelly
Sprinkles
Boston Cream
Cruller
Glazed
Doughnut Hole
Frosted
Apple Crumb
Bear Claw
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Humor Section



Why did the donut go to the dentist?

To get a filling.

Why did the baker stop making donuts?

He was fed up with the hole business!

A policeman pulls a man over for speeding and asks him to get out of the car. After looking the man over he says, "Sir, I couldn't help but notice your eyes are bloodshot. Have you been drinking?" The man gets really annoyed and says, "Officer, I couldn't help but notice your eyes are glazed. Have you been eating doughnuts?"