



## **Recession? What recession?**

### *A True Story*

Written by HandyBids founder, Bob Feeser

**Read this and have your best year yet!**

During the 80's, I had a company that was doing well enough to cover the bills, enabling me to lead a normal life, and then a recession hit. Not only was my workflow dwindling, my scheduled work, one at a time, was canceling; I was sunk. Then I heard a story on Sunday morning from Dr. Robert H. Schuller, from the Crystal Cathedral and it went like this;

*There was an insurance salesman who went out knocking on doors, and the first words out of his mouth were, "You don't want to buy any insurance do you?" Of course with a negative message like that, he didn't sell any policies. Wrong, he sold 3. Now if someone with a negative message like that, in the middle of a recession, can sell 3 policies, what can you do with a positive attitude?*

I got up off of the couch and said, "That's it. Before, I asked 8 or 10 people, and I would get 2 to 4 jobs. Now I may only get 1 or 2, but that means if I ask 40 people, I will get 8." And it worked. I asked at many more places than I ever did before, and I did 1½ times as much business, as I ever did before, and that catapulted me into a new location, where, what I did in the first month, was equal to what I used to do in a whole year.

The key is to ask in the right places. Are you placing ads, and they are not working for you? Have you tried changing your offer, and it still didn't work? It's time to try a different approach, one that works.

**Handy Bids ~ The Next Best Thing to Word of Mouth Advertising**  
**Generating more leads and improving your closure rate is the key to success.**

No approach is more successful than an online bid requesting service which is generating job leads for your specific specialty, and in your specific service area. Even though you are competing against a few of your peers, at least you're not paying for ads that don't generate leads. Statistics show that 3 out of 4 people, who request job quotes, using an online service, wind up getting the work done by one of those who was referred. In addition to increasing your job leads, we are interested in doing anything we can to improve everyone's closure rate, and in so doing, build the best online community, I know that if I bring wealth and happiness into other people's lives, some of that can't help but come back and rub off. So Handy Bids success is built and predicated upon your success. Success begets success.

We have a humble respect for everyone we deal with, realizing they are experienced professionals. They don't need, or want to be told how to do their job, and we are not going to try, but I do want to touch on a few items, that in the hustle and bustle of everyday business, tend to get overlooked. By covering those items, your success/ closure rate will substantially improve.

Think about the concerns of your customers.

1. Is this contractor qualified to do the job?
2. Can I trust the person to enter my home?
3. Do they do quality work?
4. Will they rip me off?
5. Will they complete the job on time and on budget?
6. What guarantee do I have? Do they stand behind their work?
7. Will they be easy to work with or will I have to deal with an attitude?
8. Are their prices reasonable and competitive?
9. Is this guy just giving me a low ball price, and then either do shoddy work, or put me through the ringer with on add-ons or upgrades?
10. Are they insured?
11. Do they have a bunch of happy customers, or are there a lot of angry people out there?
12. Do they have a good well written contract that eliminates any confusion or surprises?



If you're just doing a smaller job, by fixing a drain on the kitchen sink, or cutting their lawn, there isn't much risk involved for the customer. On the other hand, if they need to hire someone to undergo a more expensive, and serious project, people tend to do more shopping around, take a little longer to make a decision, and they want you to address their concerns.

Our job is to make it easy for you to do that. We want to introduce you to a new customer in such a way, that when you arrive, you are welcome with open arms. That way you can spend your time with them satisfying their job needs, rather than having to prove yourself.

By addressing their concerns, both through a web site, that we can inexpensively provide, and by developing a good average track record with our feedback system, you are well on your way to achieving a higher closure rate, getting paid competitively for what you provide, and developing an army of satisfied customers, who wouldn't hesitate to recommend you to others.



To have your own web site you don't need to do anything. Provide your information on our [Profile page](#), and we build, publish, and host it for you. What does it cost? See our [Join page](#) for more information

Some of you may be saying, “Oh my customers don't care about all of that. It is a personality thing; purely chemistry.” I must admit that plays a part, but the internet has produced such a tremendous amount of readily available information; namely that the Department of Labor and Industry has created guidelines that they suggest people follow when hiring a contractor. The individual states have gone ahead and posted these guidelines on the state level sites also, and disseminated this information through township circulars. This short list of what to watch out for needs to be addressed, because most people are aware of it, or at least share many of the same concerns already. You can easily Google your states Department of Labor and Industry to see what they are publishing, and see what the basic requirements are for someone engaged in the practice of being a professional contractor.

Take a moment to read through a sample of a [Handy Bids Pro web site](#). You will notice that by using a pro web site, most of the customers questions are automatically answered. **The impact alone of saying visit my web site at [MyCompany.com](#), or you can email me at [MyName@MyCompany.com](#) goes a long way to establishing you as an established professional.** Having a web site is not a requirement to be a member of Handy Bids. Some join, use the service, and then come to appreciate how much of an advantage a web site is.

In order to improve your closure rate, we have found that those who provide well written estimates, thereby protecting the consumer, as well as the contractor, and provide copies of the written guarantees, of the installed components to the consumer as well as create a guarantee form on their own, and show a willingness to provide proof of insurance, where applicable for their companies liability, as well as guaranteeing that anyone they bring in the door, either has a workmen's comp policy, or their own liability policy, and providing some references of work already done, goes a long way to improving their closure rate.

What we are aware of is that a certain number of service pro's prefer to not provide any of that, and only scratch down a few notes with a total on it, and expect to have a high closure rate without any problems. Invariably they do not perform as well as those who are better prepared, and then want to blame someone else for their disappointing performance. We are here to help all that we can, but if someone refuses to improve their game, there isn't a whole lot we can do.



Handy Bids has an equal responsibility to both the consumer and service professional alike. Our responsibility to the consumer is to provide the best contractors that we can, and our responsibility to the contractors is to, as much as possible, provide the best consumer bid requests, and future customers we can. Oddly enough, the largest contributor to making that dream come true is based more on the performance of both consumer and contractor than it is as a result of something that we do.

One thing we can do is maintain an environment where those who deserve it, rise to the top. We do not play favorites. We determine who gets what leads by a formula. It is fair and just for everyone. We are always open to suggestions as to how we can improve on our end. Please provide suggestions. [Contact Us](#). Thank you for giving us the opportunity to be of service to you.