

Surviving to Thriving For Pool Service Professionals
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The past is over. The swimming pool industry and the U.S. economy are changing dramatically every day. Having the right mindset is essential for any industry professional.

Does your company's culture welcome change? Transparency is important in all aspects of your business. Employees must understand the facts of the current economy and why or how successful companies adapt to change. Evaluating quality and measuring efficiency are two very important tasks a business owner and their team of employees must practice every day to survive and thrive. Considering the high unemployment rate alone, only the best people should be on your team. The best people will spend much more time producing revenue and less time wasting your valuable resources. The toxic people that have been poisoning your culture have to go!

Now that you have the best people around you, training them is the best business investment you can make. FSPA Chapter meetings and trade show are a wonderful source of knowledge for you and your employees. Highly trained people improve your customer's experience with your organization.

The office is another area for opportunity. Calling on your customers to make sure they are 100% satisfied with your services, creates a sense of security and additional value for them. While on the phone, you can explain your customer referral programs and inform them about new energy-efficient equipment that is now available and possibly help them "go green".

The monthly financial statements function as the company's report card. Understanding them is critical just for survival. Make sure your financials don't just show dollars, but are also showing the percentage of sales. Don't wait until the end of the year to review! In the pool service end of the industry, some of our largest expenses are: Payroll, chemicals and overhead respectively. With our current economy, your overhead expenses should be evaluated often. Re-negotiating them now is easier than ever before. Weak cash flow management has killed many businesses, make sure yours has been adjusted to the reality of 2009.

Constant improvement has been a theme in all long-term and successful businesses. Your business should be better today than it was yesterday. As a business owner, keeping current on new business and management techniques is a great investment. Brilliant people put years of wisdom into the 200 or so pages of these business improvement and management books and online. What a great advantage to you!

Running a thriving pool service business is much more than putting a pole in the water, managing a thriving business is much more fun than just surviving.