



## Simplifying Your Service Model

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Welcome!

Our webinar will begin shortly.

*\*stay updated on future webinars [www.growwithgazelle.com/school](http://www.growwithgazelle.com/school)*



# Simplifying Your Service Model

Today's Webinar is presented by:

George Buss & Timothy Barnes

Most piano technicians lose  
customers and revenue  
by over-complicating their  
business model.



**Simplifying your business is a  
process not an event  
(1 hour / week)**





**gazelle**  
all-in-one business management software  
for piano technicians

Your guide to building an amazing piano service business  
George Buss & Timothy Barnes





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“

Everyone & Everything  
is our competition





Everyone & Everything  
is our competition





# Simplifying is easy if you:



# Simplifying is easy if you:

1. Admit you have a problem



# Simplifying is easy if you:

1. Admit you have a problem
2. Say 'no' to the right things

# Simplifying is easy if you:

1. Admit you have a problem
2. Say 'no' to the right things
3. Stay focused on your goals

“

The key is to be  
Intentional and focused.



Simple = Easy



Simple = Easy



Simple = Easy





# Simple = Easy

Make it easy for **people** to  
do business with you



# Simple = Easy

Make it easy for **people** to  
do business with you



# Simple = Easy

Make it easy for **YOU** to  
do business with you



# Simple = Easy

Make it easy for  
**Employees** to join you





If you want to do anything,  
simplicity is the first step

# You need simplicity if

## Retire



# You need simplicity if

Retire

Launch Quickly



# You need simplicity if

Retire

Launch Quickly

**Grow your Brand**





# You need simplicity if

Retire

Launch Quickly

Grow your Brand

**Easier Job**



# You need simplicity if

Retire

Launch Quickly

Grow your Brand

Easier Job

**Better Clients**



## Section 1:

# Simplify your goal





Most people don't have  
a clear destination



# Be super specific



# Shrink your end goal



# Attainability is the key



# Learn to Say 'No'





## Section 2:

# Simplify Your Public Image





‘A good name is better than  
great riches’ - Proverbs 22:1

# Simplify your public image

## The story you tell



# Simplify your public image

The story you tell

**Reduce words by 75%**



# Simplify your public image

The story you tell

Reduce words by 75%

**Criticize every platform**



# Simplify your public image

The story you tell

Reduce words by 75%

**Criticize every platform**



# Simplify your public image

The story you tell

Reduce words by 75%

Criticize every platform

**No sacred cows**



Complexity creates a decision  
tax and always reduces value



## Section 3:

# Simplify your Logistics





Don't manufacture deadweight

# Simplify Logistics

**Voicemail**



# Simplify Logistics

**Voicemail**



# Simplify Logistics

**Voicemail**



# Simplify Logistics

Voicemail

**Sales Presentation**



# Simplify Logistics

Voicemail

**Sales Presentation**



# Simplify Logistics

Voicemail

**Sales Presentation**





# Simplify Logistics

Voicemail

**Sales Presentation**



# Simplify Logistics

Voicemail

**Sales Presentation**



# Simplify Logistics

Voicemail  
Sales Presentation  
**Service Area**



# Simplify Logistics

Voicemail  
Sales Presentation  
Service Area  
**Pricing**



# Simplify Logistics

Voicemail

Sales Presentation

Service Area

**Pricing**



# Simplify Logistics

## Services



# Simplify Logistics

## Services



# Simplify Logistics

Services  
Website





# Simplify Logistics

Services  
Website



# Simplify Logistics

Services  
Website  
Marketing



# Simplify Logistics

Services  
Website  
Marketing  
**Payroll**



# Simplify Logistics

Tools



# Simplify Logistics

Tools

Customers



# Simplify Logistics

Tools

Customers

Payment Processing



# Simplify Logistics

Tools

Customers

Payment Processing



# Simplify Logistics

Tools

Customers

Payment Processing

**Employee Tasks**







Simplicity is about  
freeing up your time



## Section 4:

Don't be afraid to cut





Fear of anything that can't eat  
you is probably overrated.

# Don't be afraid to cut

Pianos need regular service to sound their best. Tuning, regulation, and voicing are essential services if you want to get the most out of your piano. I have worked on pianos for X years, passed my RPT exams, and serviced pianos for well known artists & venues throughout the area and I love to make your piano sound better.

## To schedule you can

call 555-555-5555

text 444-444-4444

email [pianoguy@gmail.com](mailto:pianoguy@gmail.com)

Schedule Online



# Don't be afraid to cut

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# Don't be afraid to cut

I make your piano sound better.

**Schedule Online Today!**



# Don't be afraid to cut

I make your piano sound better.

**Schedule Online Today!**



# Don't be afraid to cut

I make your piano sound better.

**Schedule Online Today!**





## Section 5:

# Compete Using Simplicity





Everyone & Everything is  
your competition



# Compete Using Simplicity

Ask:

“How can I make this more simple”



Simplicity is your  
only option



Application:

Choose to simplify



Application:

Focus your efforts



Application:

**Simplify logistics**



Application:

**Don't be afraid to cut**





Application:

**Eliminate sacred cows**



Simplify Logistics

Full Service vs. A-la-carte





Simplicity is the first step to  
everything you want to achieve



## Upcoming Webinars

- Pricing Piano Services - Recording Available
- Retiring & Selling - Recording Available
- Simplifying Your Service Model
- Running a Profitable Piano Service Business (Nov 7)
- Tripling Your Revenue
- Hiring Your First Office Assistant
- Hiring Your First Technician

(and more)

save your time  
wow your customers  
play more music



<https://growwithgazelle.com/school>