



March 25, 2026 11:00 AM – 12:00 PM

Peer to Peer – Q-list Live Discussion

Facilitated by Chris West

Customer Retention: Winning Customers for Life Without Discounting Yourself

Many companies unintentionally train customers to shop on price—and technicians often underprice due to lack of confidence or poor communication. This panel helps contractors shift to value-based service models that improve loyalty and margins.

Key Discussion Areas:

- How to retain customers without “giving away the bank”
- Soft skills that raise close rates and average tickets
- Building technician confidence in pricing
- Communicating value clearly and simply
- Handling common objections without discounting
- Preventing techs from quoting based on online retail pricing
- Creating consistency in presentation across the team

Expected Takeaways:

Concrete tactics for improving customer lifetime value, reducing discounting, and strengthening technician sales performance.