



**Australasian timber flooring association**

*Local professionals, world-class standards*

## Managing Customer Expectations, *from the Contractor's perspective.*

### About this training workshop

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#### Who is this one-day workshop for?

The idea of “managing” expectations might make the process seem one-sided — as if you are trying to control what your customer thinks. But managing expectations is not about controlling customers; it is about setting you, your team, and your customers up for a successful and profitable partnership.

For the Timber Flooring Industry, this can be made more difficult by the complexity of our craft and the misinformation that floods the market place. This workshop aims to demystify some of these issues and unlock some key strategies for producing high quality projects that clients understand and appreciate.

In this workshop, we will investigate each stage of a flooring project and have a look at the key elements for managing the expectations of the people involved. The areas covered include:

- Common motivations clients bring to a timber floor project
- The specification and selections process
- Scope development and pricing
- Site preparation, the installation process and sanding and finishing if applicable
- Completing contracts
- Managing Disputes, Defects and Warranties

The aim of the workshop is to provide anyone involved in the Timber Flooring Industry with the knowledge and tools to communicate clearly with clients in order to increase customer satisfaction and reduce disputes and costly delays.

**The workshop is ideally suited to those who are involved in the process of providing timber floors for their clients and where aspects of the project will need to be discussed with them along the way. In addition to this those that are ‘behind the scene’ can also benefit from an understanding of this important aspect that is needed to successfully run any business.**

### Dates, Locations and Venues (please tick locations you are registering for)

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<b>Brisbane</b>	6 <sup>th</sup> March 2019	<input type="checkbox"/>
<b>Canberra</b>	29 <sup>th</sup> May 2019	<input type="checkbox"/>
<b>Hobart</b>	19 <sup>th</sup> June 2019	<input type="checkbox"/>
<b>Auckland</b>	17 <sup>th</sup> July 2019	<input type="checkbox"/>
<b>Perth</b>	14 <sup>th</sup> August 2019	<input type="checkbox"/>
<b>Melbourne</b>	25 <sup>th</sup> September 2019	<input type="checkbox"/>

Venues to be advised.

**Course duration** Starts 9am Ends 4pm \*Minimum numbers are required

## Delivery

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The lead instructor for this course will be Phil Buckley from Mint Floors.

## Course Outline

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More specifically the workshop will cover:

- Common motivations for starting a project
- The specification and selection process
- Scope development and pricing
- Contract administration
- Installation
- Sanding and finishing
- Completing contracts
- Implementing a customer expectation management system
- Managing disputes

## Registration Managing Customer Expectations – Email to [josh@atfa.com.au](mailto:josh@atfa.com.au)

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Name: ..... (please attach additional names)

Company Name: .....

Phone: ..... Mobile: .....

Address: .....

Email: ..... ATFA Member (tick for yes)

## Course Investment

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Standard payment for ATFA Member \$395 (inc GST) number attending:   
Please note, if not a member, membership fees of \$495 (contractor) & \$695 (industry partner) is also required.

**Investment includes morning tea, lunch, afternoon tea and comprehensive course materials.**

I agree to the Course terms and conditions and will pay by:

Cheque  Credit Card (1.3% surcharge applies)  Electronic Transfer

Signed: ..... Date: ...../...../.....

## Payment

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Please attach your payment with this registration form. Methods of payment are:

**Electronic bank deposit** to the ANZ Bank (acc name: Australian Timber Flooring Association Limited acc details: BSB 014 531 ACC 4841 08922). **Fax confirmation to 1300 36 1793**

**Credit card payments** can be made by **phoning ATFA on 1300 36 1693** or completing the section on the next page. A 1.3% surcharge applies to Visa, MasterCard and Amex.

Amount \$ \_\_\_\_\_ Name on card \_\_\_\_\_

Card No \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Expiry \_\_\_\_/\_\_\_\_

CVC (last 3 numbers on reverse) \_\_\_\_\_ Signature \_\_\_\_\_

**Cheques** should be made payable to: **Australian Timber Flooring Association Limited** (Please write name in full) and posted to **ATFA 11 Oleander Ave Shelly Beach Qld 4551.**

## Refund Policy

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Refunds will only be provided where a participant/s withdraws 14 days prior to the course being conducted, or if the course is cancelled or postponed.

**Please note:** If you are attending this course from interstate of the location, please contact the ATFA office (1300 36 1693) before confirming any travel arrangements. ATFA bears no responsibility for travel costs incurred due to cancelled or postponed workshops or events.