



# Better than a Mission Statement

## Our Strategic Vision

Almost every business has a mission statement. Unfortunately, once those mission statements are created and shared, they are almost always forgotten, and have little if anything to do with everyone's day-to-day work.

Thankfully, this is not a "mission statement". It is a strategic vision of our perfect customer story – meaning it tells the story we are all here to make come true for our customers. The main difference between our SV and a "mission statement" is that we can all relate to it, be the HERO of it, and make it come true every day. It's designed to let us all know how we fit into the perfect customer story in meaningful ways. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best, and why it is truly worthwhile to work here.

Probably the most important part of this is the fact that all of us must clearly understand not just our work, but exactly how that impacts our customer's lives. We must know how our actions will improve the happiness and quality of life of our customers. Not only do we need to know it, but we also need to communicate it with our actions. It's in this perfect story that we get to be the "movie star" or "hero" — saving the day!

This is our vision of "perfect" and we're excited to see you in your starring role.

Thank you for being a part of this vision!

*Brandon R. Gragg*

Brandon R. Gragg, President  
Gragg Electrical Services, LLC





## Who We Should Serve Best?

Our story starts with a homeowner named Mike. He has been living in this house for five years. It was built about 20 years ago. Like in most homes, switches and other electrical devices tend to wear out. And most people, like Mike, are nervous to fix these problems on their own.

As it turns out, Mike has a problem. He woke up this morning to find out that the receptacle for his freezer doesn't have any power. He is super concerned that he will lose all his frozen food if the power does not get fixed soon. After spending 30 minutes on YouTube watching DIY videos on fixing receptacles, he is frustrated and ready to reach out to a professional.

He does a quick Google search for good electricians near him. The top result is Gragg Electrical Services. Reading through a few of our reviews, he is surprised to see that they are all 5-star and decides to give us a call.

Our receptionist, Mary, cheerfully answers the phone and in a polite and friendly manner asks a few well thought out questions to fully understand the problem. Mike is amazed at how well she understands what he is explaining to her. Just the tone of her voice takes much of his anxiety away. She can get one of our service techs scheduled to look at the receptacle in about one to two hours.

Our service tech, Steve, contacts Mike when he is in route to his house, which makes Mike feel so relieved. Great communication is something that really sets us apart from our competition. Steve arrives 10 minutes earlier than what he had told Mike on the phone. Mike is immediately impressed with his communication skills and professionalism. When people take the



time to be courteous and polite it builds an instant bond. Mike felt like he had known Steve for years after only a few minutes of small talk and getting to know each other.

Once Steve slips booties over his shoes, Mike leads him to the basement where the freezer is located. Steve is able to quickly determine the problem to be a bad receptacle. He explains to Mike that code requires all basement receptacles to be GFCI (Ground Fault Circuit Interrupter) protected and that he would need to replace the bad receptacle with one of those. Steve walks out to his fully stocked van and brings in a replacement.



In a matter of minutes, the power to the freezer is restored. It was much easier to fix than Mike had imagined, and it confirmed that he had made the right decision to reach out to us.

Before packing up, Steve asks Mike if he could do a quick electrical safety inspection throughout the rest of the home. He explains that it involves looking for basic safety issues and that it will only take about 15 minutes of his time. With Mike's permission, Steve



quickly goes around the house checking for proper GFCI protection and correct wiring of receptacles. He also looks for any broken devices or missing covers. The electrical service is examined, looking for any signs of water damage, rust, or corrosion. Lastly, he checks to ensure the electrical system is properly grounded and bonded. Throughout the inspection, Steve explains to Mike what he is looking for and why it is important

for his family's safety. Mike feels that Steve truly cares about his life and knows that he can trust him.

Everything is in good shape except for the GFCI receptacle in the kid's bathroom. It is defective and didn't trip when Steve tested it. Mike asks Steve to go ahead and replace it. Once finished, Steve packs up and tells Mike he will go out to the van for a few minutes and work up an invoice. While waiting, Mike texts his wife and says, "I can't believe how professional this company is. Not only did they come out same day to fix the freezer, but this guy, Steve, even found something that was unsafe in the kid's bathroom and fixed it on the spot."

Steve hands Mike the invoice, and he is able to pay it with his credit card and immediately receives a text receipt. As he is leaving, Steve offers Mike a great looking T-Shirt with our logo on it. Mike feels like one of the tribe now. They both shake hands and Mike says, "I don't know what we would have done without your help. Thanks so much!" Steve nods and gives a heartfelt, "You're very welcome!" and heads to his next call.

## **We Help with Big Projects Too!**

One evening, a few months later, as Mike is walking around his new horse-riding arena he thinks about how nice it would be to have some lights and a few receptacles inside. Of course, he starts to go the YouTube route and even considers calling his cousin, but immediately catches himself and decides to call us. After his last experience, it isn't even a question in his mind.

Mary takes his call in the same understanding and professional manner. She is able to schedule a time for Joe, one of our estimators, to come out and provide a quote for the work. Mike is excited to get this project underway.

Joe, just like Steve, calls ahead to let Mike know he is on the way and arrives earlier than anticipated. He is polite and very respectful of Mike's property. He parks off to one side to be sure not to block the driveway. Approaching the arena, he gently knocks on the door frame and waits for Mike to call him in.



Within the first few minutes, Mike can tell that Joe is highly knowledgeable and an experienced professional. He mentions a few different things Mike hadn't even thought of and has such good questions. He has some ideas about which light fixtures would be best and how to go about getting power out to the arena. Mike thinks Joe's ideas are great and asks him to get a quote put together.

When Joe gets back to the office, he plugs all the job details and requirements into our estimating software and finishes putting together a proposal to email Mike. He even includes a short video of himself explaining the quote and how the work will unfold. Mike is blown away by the personal touch. About two hours later, Joe follows up the email with a phone call to make sure it was received, and to be sure that Mike doesn't have any questions. Mike loves this!

The next day, Mike calls the office asking what is needed to get on our schedule for the work in his riding arena. (This is an ideal situation but if we don't hear from the customer within 72 hours, we reach out to make ourselves available for questions). Mary explains to Mike the procedure of getting a signed proposal and a deposit to get the ball rolling. Mike says he will swing by the office in about an hour to drop off a check and to sign the proposal.



When Mike arrives at the office, he is greeted by Mary at the front desk. Mary kindly asks him how his day is going and if he has any plans for the upcoming holiday weekend. They small talk for a few minutes about Mike's plans to take his family to the zoo that weekend. He goes on to tell Mary how the lions and tigers are his two young boys' favorite animals. Mary says that her 4-year-old daughter gets nervous around the lions but enjoys watching the penguins the most. Mary hands Mike a copy of the proposal for the electrical work. Mike signs it and hands it back to her along with the deposit check. They then discuss when would be a good time to schedule the project. Mike says that they will be heading out of town for about two weeks and would like to schedule it for when he gets back. So, she schedules the job for three weeks out.

In order for us to accurately bid, schedule, and perform the work, we must be a tight, well-communicating team. We all use the same terminology and do work that is above and beyond.

Three days before we were scheduled to start working at the riding arena, Mary calls Mike to confirm the date and time we should be there. Mike is very thankful for the call because



he had forgotten what day they had decided on. He thinks to himself, "Man I'm glad they are so organized!" The crew arrives right on time and gets started. Their knowledge and efficiency are evident as they make quick work of the project. They are wrapping things up by the end of the week. Everything looks great! Mike cannot believe how nice and bright the lights are and how strait and plumb all the conduits and wires look. He thanks the crew as they are loading up to leave.

The next day, Joe calls Mike from the office to make sure he is happy with how everything has turned out. Mike expresses his gratitude for how friendly the crew was, how well they worked together and how our company has exceeded all his expectations. At the end of the call, Joe transfers Mike to speak with Mary so she can arrange a convenient time to schedule the electrical inspector out to look at the work we completed.

The morning of the inspection arrives, and Mary calls the building department to find out what time the inspector will arrive. She is given a 2-hour window. She then calls Mike to let him know what time to expect him. When the inspector arrives, he compliments Mike on how nice his horse-riding area is and goes on to check out a few things before signing



off on the green “Inspection completed” sticker. He tells Mike that he feels that we are one of the best electrical contractors in the area and says that he never has issues on any of our jobs. The inspector’s comments reinforce in Mike’s mind that he has made the best choice in hiring Gragg Electrical Services. That evening Mike leaves a glowing review on our Google page. We respond, “We are very thankful for the trust that you have in us by choosing us do the work”.

### **But that’s Not All...We Help with Commercial Projects Too!**

Later that same year, Mike is in the planning stage of constructing a new building for his growing dental clinic. His first thought is to call us, but he was pretty sure we only do residential work and is very disappointed. Those negative feelings quickly turn to joy when he receives one of our monthly emails. It has several helpful safety tips and mentions our range of services. Mike

immediately clicks the link which takes him to our beautiful website. He is impressed by how well designed and easy it is to navigate. He is excited when he found our commercial projects page and notices that dental office projects are on the list of our specialties. Mike is completely engaged as he scrolls through picture after picture of many of our completed dental projects. He uses our needs



analysis tool right on the page and it helps him better understand what he will need, along with some sense of the budget that will be required. Mike thinks this is great as it gives him lots of ideas for his project and solidifies in his mind that we are the right ones to call.

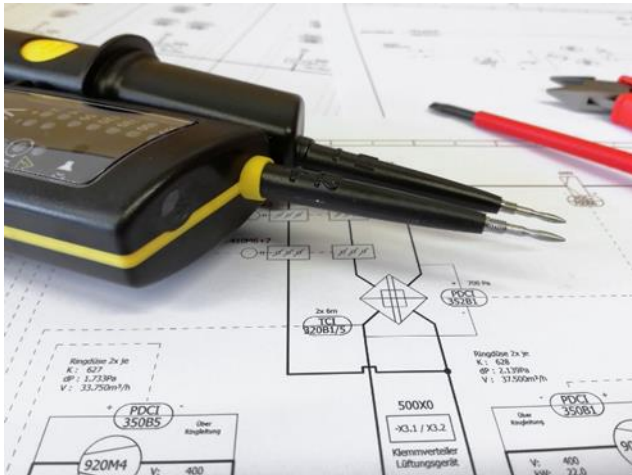
He calls our office to talk to Mary. The call is again cheerfully answered in the same polite and friendly manner as previously, but this time it is Sue, not Mary on the other end of the line. Mike asks her if Mary is doing okay. Sue explains that Mary is fine and has taken the day off to help her best friend get ready for a wedding. Mike is relieved that Mary is alright and impressed that Sue is handling his call in the same professional and caring way he grew to appreciate from Mary. After carefully listening to what Mike is explaining to her, Sue asks if he can email the drawings to us so that we can work up a proposal for the



electrical work. Mike affirms that he has a .pdf copy of the drawings that he could send. So, Sue gives Mike the email address for one of our commercial estimators named Jack.

After receiving Mike's email later that day, Jack immediately replies letting him know that he has received it. (If we do not see an expected email or phone call come through from a prospect after 24 hours, we always follow up to make sure we didn't miss it or to be sure that they didn't write down the number or address incorrectly). Mike mentions in the email that there is an architect and a GC that he is going to be using for the project. Jack asks if he could route any questions through them so that everyone could be on the same page. Mike thinks that is a great idea and agrees that would be the best approach to take.

Jack gets right to work on the proposal and only has a few questions to ask. Most of them are suggestions to make a few minor changes to the way the plans are drawn. Jack says that the egress lighting (exit lights, emergency lights, etc.) needs to be on the local room



circuits to meet code and to pass inspections. Another code issue is the way the floor receptacles are drawn for the exam chairs. They need to be in metal conduit, but the plans show PVC conduit. He thinks that they should add an additional circuit on the break room countertop in case they have a coffee maker. He also suggests that the receptacles in the treatment rooms can be combined into one less circuit and that could be used for the added coffee maker circuit. Lastly, Jack suggests a couple

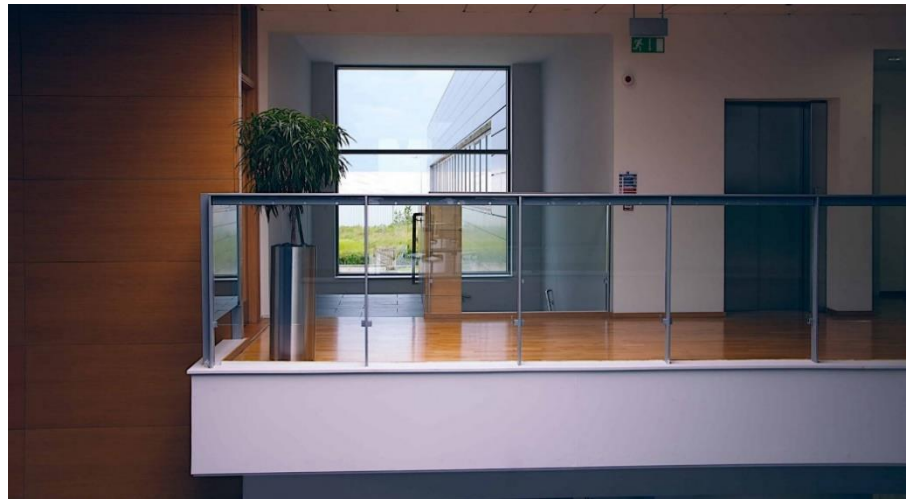
different light fixtures styles that he thinks would be good options in some of the rooms. He supports all these suggestions with redlined notes on the plans and pictures of the fixtures he thought would be nice. The GC, architect and Mike are all amazed at Jack's attention to detail. He had thought of everything! They all agree that the suggested changes be made and that the project be priced accordingly.

Jack works up a price and sends Mike, along with the GC, a detailed proposal for their review. The GC isn't used to this level of customer service. It makes him feel like his project are important to us and not just another one lost on a list somewhere. He even says to himself, "Why haven't I been using this company for all our electrical projects? These guys are great!" The proposal is signed by the GC along with a contract being issued and executed.



The GC sends over a detailed schedule which we plug into one of our journeyman's calendars. We review the contract documents along with the quotes from our vendors to verify everything is complete. If any changes are needed, we would contact those vendors to adjust their quotes. We request the selected vendors to provide submittals for the items required per the contract documents. These are sent off to the GC for owner and architect approvals. Once they are approved, we release the orders. It is essential that we maintain good relationships with our vendors. Not only do they deserve our respect, but also, when we have meaningful relationships with them it assists us in getting submittals, orders, and answers more quickly, allowing our jobs to run smoothly.

Once the project starts, the GC, architect and Mike are all impressed with the crew onsite doing the work. They work together like a well-oiled machine. Everyone can tell they are well trained and very organized. They are respectful of everyone else on the job site. They don't



play loud or offensive music. They are always speaking respectfully to everyone and are never heard using offensive language or a condescending tone of voice. They genuinely seem to love their work. They efficiently complete all phases of the project ahead of schedule. This is like a breath of fresh air to the GC. "WOW! I have never seen a company like this in all my years in construction!" he says out loud to himself.

Our project supervisor regularly checks into the job site to make sure everything is on track and that there aren't any issues or questions. Changes and additions are handled by the journeyman immediately with change order paperwork so that there are no surprises at the end. We invoice for each phase of the project as it is completed. Inspections also happen at the end of each phase.





## **Our Team**

To serve our customers in this way, our team must be the best. We go above and beyond what is expected of us. We like to call it “going the second mile”. We always meet or exceed NEC code standards. When required, permits are always pulled, and inspections are completed. The work we do is done right the first time, even if it costs us more to do so. Our staff is upbeat and happy, professionally dressed, and knows what’s expected of them. Our customer’s time, property and life are important to us, and we treat them all with respect, even when it’s not easy. We are all continually training and getting additional education to keep our skill set fresh and up to date.



We all use the proper terminology for our services and are well versed in communicating them to both prospects and customers alike. In fact, every job function is documented and fully systemized. There is a special “way” we do everything. And we reward our employees for the great work they do. We all take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.

## **Why we do it**

We enjoy seeing home and business owners complete their dream house, a new lighting project or even a small repair. The services we provide for them goes far beyond just taking care of their electrical needs. It involves developing a meaningful, purpose filled relationship with each and every one of them, a relationship that will grow and prosper through many generations. It’s so great to be able to educate people and share the knowledge we have, in order for them to make better decisions and to live safer on a daily basis. We truly want what’s best for our customers and prospective customers.

Nothing makes us happier than to hear that we have helped in a meaningful way. That to us is true success!!



## **Why this matters**

We believe our employees, customers and potential customers come to us for a reason. It doesn't happen by chance. Our goal is to improve their lives in all situations. We want to make an impact on those put in our path. Making this impact is more important than the income.

It's that look you see in a customer's eyes. The look they get when they really understand that we care about them ... when they really know that it's true. Well, that feeling is hard to describe. It's overwhelming; it's heartwarming. It's the combination of immense trust and honorable service that makes us so proud of what we do. And it drives us to constantly be looking for ways to improve.

That is why we do it and why what we do matters.

This is our story, and this is our Strategic Vision!