

THE #1 TRADESMAN LIFESTYLE MAGAZINE

# TRADE TALK

**Make More Money  
From Your Website:**  
*read at your own risk*

**The EXACT  
5 steps**  
*to increase your chance of  
a sale almost every time!*



**Daniel and Julio**  
**Flash Plumbing Services**

**Diamond Members**  
*Turnover is up by 65% on last year...*



Issue #27  
Jul-Aug-Sept 2012



Proudly Australian



**Your Logo:**  
**The Kiss  
Of Death?**

**Cool**  
**iPhone apps  
for tradies**

# Tradesman Inner Circle Member Profile

*“Our turnover, with no additional staff, is up by 65% over last year and the business has finally made a significant profit, even after the purchase of a new vehicle, drain camera, locator, and water jetter in the last 6 months”*



Daniel Kuman and wife Tina Rossi partnering with Julio and wife Ann Marie Svorinic  
Flash Plumbing Services - Diamond Member  
[www.flashplumbing.com.au](http://www.flashplumbing.com.au)

## 1. Tell us a bit about your situation, your business and family etc.

Initially, for 2 years between 1999 and 2001 I (Dan) was working for Julio on Saturdays and Sunday's, as both of us held full time jobs. Julio, as a licensed plumber and I was completing my 2nd year of my apprenticeship. After 2 years of working 7 days a week, the company Julio was working for folded and he found himself out of a job. At this time we pulled all of our resources together and acquired enough work to go full time as a partnership.

Over the past 10 years we have experienced a few different phases and have changed direction in what field we specialize in, switching from construction to maintenance plumbing.

The business consists of myself, Julio, Adam (tradesman) and James (1st year). Ann Marie (Julio's wife) looks after most of the office duties with Tina (my wife) recently becoming more involved. Julio and Ann Marie have two children Anthony 12 and Natasha 9. Tina and I have Grace who is 2 1/2. I have a keen interest in American muscle cars and currently own a 1968 Dodge dart.

## 2. What's the biggest challenge you've faced in the last 12 months?

The biggest challenge in the past 12 months has been 'change'.

## 3. How have you tackled that challenge? How do you feel about it?

The fact that the business is 10 years old and everyone involved was use to a more laid back environment, with little structure or direction. This made implementing the required changes difficult. However, I realised that to move forward and grow everything had to change. TIC has been great not only because they can show you what changes to make but the benefits they bring in the real world via their business Dr.DRiP.

## 4. How have you and your business changed since joining TIC?

For the first 9 years we lacked direction, business know how and the motivation to make the most of our business.

Since joining TIC we have found the motivation and a new outlook on business and customer service. We were never aware of what the competition was doing or charging, and were always of the thought that we needed to be the cheapest to be competitive or get the job.

Our turnover, with no additional staff, is up by 65% over last year. The business has finally made a significant profit, even after the purchase of a new vehicle, drain camera, locator, and water jetter in the last 6 months.

**Bottom line is thanks to TIC we now have a vision for the future, awareness of figures and industry leaders, plus the motivation and direction to make it all happen!**

### **5. Where do you see your business in 5 years?**

In the next 5 years we hope to see the business operating out of an office site with Julio and myself off the tools and concentrating on driving the business to greater heights. We hope to have 5 fully stocked service vehicles for residential, commercial, strata maintenance as well as a separate arm of the business for construction plumbing

### **6. What are the top 3 things you have learnt about business that you would recommend to others, and WHY?**

#### **Tip 1 and Why:**

#### **Invest in your own development and education through business mentors.**

You were taught how to be a tradesman but what you and your business really need is to be a good businessman. You are the one who needs to lead the business and steer it in the right direction, so it helps if you know where you're going and what needs to happen to get there. Think of yourself as an apprentice businessman! And welcome constructive criticism and opinion.

#### **Tip 2 and Why:**

#### **Build positive relationships/friendships with your clients, employees and suppliers.**

Make people feel like they are more important to you than just clients and employees. Having a positive mindset will attract more people/opportunity towards you. Give people your best, and more often than not, you will receive their best and their loyalty in return which is priceless!

#### **Tip 3 and Why:**

#### **Know your figures.**

I found that to know what each individual in our business needs to make on a daily basis (GP's) and setting a figure above that as a target for everyone to reach was a massive step forward financially. Our daily GP's are on average almost double what they use to be 12 months ago, for the simple fact that we



**Daniel and his pride and joy – 1968 Dodge dart**

actually have a daily target and in turn that target has become a motivating factor on a daily basis.

### **7. Favorite tool and why?**

My favourite tool is the mobile EFTPOS machine. Strangely most clients don't expect you to have one and are pleasantly surprised when you offer it as a payment option. It therefore adds a little wow factor to your service, you collect payment on site every time and best of all I no longer need to go to the bank to deposit cheques and cash.

### **8. Tell us something quirky about yourself that your buddies don't know (like you have a favourite coffee cup that sings happy birthday!)**

**Dan:** I love watching trashy TV programmes with Tina like The Real House Wives of New Jersey and Jersey Shore.

**Tina:** I am meticulously tidy and like to iron everything, include underwear.

**Julio:** Habit of forgetting peoples names but I never forget a face.

### **9. Who would you most like to have lunch with and why? (eg. Richard Branson, just to say I'd had lunch with him)**

**Dan:** Formula 1 driver Michael Schumacher. He is notorious for his focus and determination to win and be the best. No matter, how he was perceived by the media and fellow drivers he never waived or compromised his desire for greatness and victory.

**Tina:** Jamie Oliver. I love his style of food and how he just throws things together. His cooking is very rustic and simple. Jamie's attitude is very down to earth and he seems to have these quirky business ideas which just flourish into successful ventures. This is due to his passion and enthusiasm not only for food but people's wellbeing.

**Julio:** Entrée with Julia Gillard so I can tell her how she's bugged up the country. The rest of the meal with good friends and family.