



Rescue mission

Franchisor Jaime Hilario, of **Screen Rescue**, describes a typical working day

INVESTMENT LEVEL: FROM £18,000

Screen Rescue delivers a comprehensive windscreen repairs-only service using unique technology capabilities. By reducing the need for costly replacement windscreens in all their core commercial sectors, it's no surprise that Screen Rescue's highly disciplined repairs-only policy is taken seriously. "We're there to rescue every screen possible from replacement," says Jaime Hilario, franchisor. Here, he describes a typical working day in the founder territory.

8.00am

I start the day washing my Screen Rescue van – we like our vehicles to look as smart as we do as it creates a good first impression with everyone we deal with on a daily basis.

8.30am

Before heading out, I check my work schedule and plan the routes I'll be taking so I can maximise the visits to my clients and prospects. I live within our founder territory so my first repair jobs are usually only 10 minutes away. Call-outs are always prioritised according to client needs and when they're received during the day, I have the flexibility to quickly readjust my work schedule, so that I don't let any clients down.

10.00am

Three repairs later, my mobile rings and

I'm called out to one of our regular fleet insurance clients. Whilst there, I carry out a fleet inspection and find a second A-zone damage that's gone unreported. With the go-ahead to repair both, I make a quick call to head office for real-time insurance quotes, then handle their stone chip damages. All insurance paperwork is sorted by head office, so I'm soon on my way.

12.00pm

The Orwell Bridge is reported closed, so I plan a new route into Ipswich. A multi-site, regional company I've been prospecting for a few weeks has agreed to a repairs demonstration. This is an important prospect for the franchise network as our sister territories will also service their sites. I'm faced with a challenging damage, but our unique technology capabilities and BSI-tested resins are the best in the industry, so I'm quietly confident. Just 40 minutes later the said client experiences our 'wow-factor' results, so we agree commercial terms and a regular fleet inspection, which is booked in for Saturday. This is great news for our network and as I drive on to my next client munching my sandwiches, I can already picture the press release and e-shot.

2.00pm

Every day in the field is different. You soon get to know your clients well and, as I make my next three repairs, I enjoy a few minutes of banter along the way. There is a real

sense of purpose and pride as you see your business grow with every repair done and, with full management support systems, I'm able to maximise my productivity and keep admin to a minimum.

3.30pm

Head office calls through for an update of my day and informs me I have an early call-out to confirm, as the vehicle must be with their client by 8.30am. I've a new client demonstration to arrange then I'm off on my rounds again.

5.00pm

Today, I've reached my daily targets, so I grab my prospect file and plan one hour of new business activities. Very quickly, I establish the decision-maker contacts and introduce myself.

6.00pm

It's the end of the day. Head office receives my daily invoices and new activity sheets and I update my daily activity report, so my results can be checked against budget. If I'm ahead, great, and if not, we refocus efforts where they're needed. ■

SCREEN RESCUE

WEBSITE: www.screenrescue.co.uk

EMAIL: info@screen-rescue.co.uk

PHONE: 01449 674 608

CLASSIFICATION: Automotive / B2B / mobile