

TRENCHLESS TECHNOLOGY PRESENTATION

Presented By:

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Generating Opportunities in CIPP



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Strategies for Generating Opportunities:

- Digital Presence:** Optimize your website for trenchless services with clear calls-to-action and educational content.
- Social Media Campaigns:** Showcase videos and testimonials of successful trenchless projects.
- Google Ads and Local SEO:** Target keywords like "sewer repair without digging" or "trenchless pipe repair near me."
- Customer Reviews:** Encourage satisfied customers to leave positive reviews highlighting trenchless services.



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Strategies for Generating Opportunities

Camera Inspections:

- Annual Inspections:** Offer maintenance packages including yearly sewer camera inspections to monitor system health.
- Maintenance Agreements:** Incorporate trenchless evaluations into service agreements for long-term customers.
- Education:** Train technicians to explain inspection results and recommend trenchless solutions when appropriate.



COMPREHENSIVE GUIDE TO MODERN TRENCHLESS SOLUTIONS:

Revenue Opportunities in the Sales Process

Accessing the Sewer Line:

- Property Evaluation:** Train your team to assess access points and determine the best approach.
- Permitting and Communication:** Educate customers on the process and obtain necessary permissions.

Cleaning / Descaling:

- Preparation for CIPP:** Train technicians on descaling techniques to ensure pipe readiness for lining.
- Customer Transparency:** Share before-and-after footage from inspections to explain the need for cleaning.



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Strategies for Generating Opportunities

Drain Cleaning:

- Upselling Opportunities: Train technicians to identify and propose trenchless solutions during drain cleaning jobs.
- Education for Customers: Explain how recurring clogs can indicate broader issues that trenchless technology can resolve.

Excavation:

- Seamless Transition: Highlight trenchless as a less invasive alternative for customers hesitant about excavation.
- Cost Comparison: Provide cost-benefit analyses showing long-term savings with trenchless methods.



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Revenue Opportunities in the Sales Process

Evaluation for CIPP:

- Pipe Condition Assessment: Use camera inspections to determine pipe suitability for lining.
- Material Selection: Educate staff on selecting appropriate resins and liners based on pipe condition and customer needs.

Repair - Rehab:

- Trenchless Options: Train technicians to identify the best trenchless repair method (e.g., pipe bursting lining).
- Clear Communication: Provide scripts for explaining technical details in layman's terms to customers.

Inspection & Restoring the Jobsite:

- Post-Repair Inspection: Use cameras to validate repair quality and show results to the customer.
- Jobsite Restoration: Emphasize cleanup and landscaping repair to leave the property in excellent condition.
- Customer Feedback: Collect testimonials and reviews to build trust and attract future business.



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Strategies for Generating Opportunities

Realtors:

- Partnerships: Collaborate with realtors to address sewer line issues during property sales with trenchless options.
- Home Buyer Packages: Create inspection and repair packages specifically for new homeowners.

Home Inspectors:

- Training Partnerships: Provide training on identifying sewer line issues and recommending your services.
- Collaboration Opportunities: Develop referral agreements with inspectors to direct clients to your business.



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Strategies for Generating Opportunities

Insurance Companies:

- Claims Reduction: Demonstrate how trenchless repairs reduce claim payouts for sewer-related damage.
- Educational Outreach: Educate adjusters on the efficiency and cost-effectiveness of trenchless technology.

Municipal or Sanitary Authority:

- Lateral Ownership: Clarify responsibilities between homeowners and municipalities to target appropriate customers.
- Community Programs: Work with authorities to create outreach programs promoting trenchless solutions.

NASSCO Requirements:

- Certification Training: Ensure your team is trained and certified to meet NASSCO standards.
- Compliance Marketing: Highlight your compliance in marketing materials to build trust with customers and municipalities



Trenchless Video Examples:

LR3 Example: <https://vimeo.com/766974376?fl=pl&fe=sh>

LightRay Demo: https://youtu.be/d8mCaGBzPhs?si=V_EltPWrc1Di8g4D

Picote: <https://youtu.be/8nuf8LlWxfk?si=70oXVPqhpRv-4Svw>

Inversion Example: <https://vimeo.com/766971908?fl=pl&fe=sh>

