

THE SLOW-SEASON ENGINE

Four AI plays that keep a service business busy in the off-months

When the phone goes quiet, the work that fills the calendar is mostly reaching back out to people who already know you. Each play runs on a trigger and finishes without anyone on your team remembering to start it.

1 Reactivate past customers

TRIGGER

Customer's last service was 9-12 months ago



AI DOES

Segments the list and texts a seasonal tune-up offer



RESULT

Booked jobs from people who forgot to call

2 Wake up dead quotes

TRIGGER

Estimate sent 30+ days ago, never closed



AI DOES

Follows up by text, answers questions, re-books



RESULT

Revenue you'd already given up on

3 Sell maintenance plans

TRIGGER

One-time job marked complete



AI DOES

Offers a membership and enrolls in two taps



RESULT

Recurring visits booked for the slow months

4 Keep reviews coming

TRIGGER

Happy customer, job just finished



AI DOES

Asks for a review and a referral at the right moment



RESULT

Better ranking when busy season returns

Same database. Same crew. A calendar that doesn't go dark.

Every play works from customers and quotes you already have on file.

Steady off-season revenue