



Experienced Electrician, EJ Electrical Works Contractor Services Small and Medium Enterprise Businesses on the Gold Coast, Tweed Heads and Northern Rivers NSW

Small and Medium Enterprise Excellence: Interview with EJ Barnes

Small and medium businesses are inclined to sell themselves short. They do what they do, and they're good at it. But how can they set themselves apart from their competitors? Can they really win those big industrial contracts and keep smaller clients happy at the same time?

EJ Barnes, proprietor of EJ Electrical Works, a company that has made its mark serving domestic, commercial, and construction industry clients on the Gold Coast and in Northern Rivers NSW, weighs in on a topic that's close to his heart.

Be More than "Good" in Your Field Before You Begin EJ started his electrical apprenticeship at the age of just 17, initially working as an employee in his father's electrical business. But Mr Barnes senior wasn't going to relax standards for his son, and EJ wasn't content with learning from just one journeyman.

He explains: "I had had great supervisors and tradesman when I was younger to learn off. They all worked to a very high standard each day. This set the tone for my personal work ethic and commitment towards my career. My father was also a very hard task master and tough boss with incredibly high standards. I had no choice but to perform well each day in this environment."

"Over the next 10 years I learned skills embracing all aspects of Electrical work such as Shop Fitting, major domestic Renovations and Commercial job sites. After performing as a high-level tradesman for several years, I decided to create my own Electrical Company in 2012."

Keep Standards High When you're an expert in your field, it's all too easy to accept second-best from your employees. After all, they don't have your experience. But if you do that, you either need to micromanage or accept something less than excellence.

EJ took the high road by being extremely selective with staffing: "Our staff are highly qualified, trained and skilled. For this reason, our confidence allows us to offer a lifetime warranty on our labour installations."

But EJ leaves nothing to chance. He checks all work thoroughly before handover to his clients. "I have developed checklists that ensure consistent quality," he explains.

Offer More Than Customers Expect A lifetime warranty on electrical workmanship is already enough to grab attention, but EJ believes that superb customer service doesn't begin and end with quality workmanship alone. "We never miss a call," he says, while acknowledging that this can sometimes mean long hours and a fast-paced schedule.

But despite this, he always sticks to the letter of his commitments: "We never reschedule your booking. We don't give our customers big 3-hour timeframes for our expected arrival time."

Since just about everyone has experienced the frustration of waiting for artisans who delay appointments, we can see how EJ's strategy would have his intended effect of winning customers for life. When EJ says his vans will be there, they will be!

Maintain Your Life Balance The final word of advice EJ has for small businesses hoping to not only survive but thrive, is to maintain a healthy work-life balance. A burned-out entrepreneur simply can't maintain the energy and alertness that's required to stay ahead of the curve.

Despite his busy schedule, EJ makes time for the things he loves doing: spending time with his wife and kids, hitting the beach, and coaching and playing rugby.

For more information on EJ Electrical Works, visit the [Local Electrician Gold Coast](#), [Commercial Electrician Tweed](#) website.

Syndicated by Baxton Media.

Contacts

Stephanie Potter
+61730403018
mailto: media@baxton.me