

Attention, Painters: Phone Calls Make or Break Sales

Your phone presence is critical to closing sales. People make assumptions about your professionalism, customer focus and attention to detail within seconds of hearing your voice.

Here are five things you'll want to do when you answer a potential customer's call if you want to earn their business.

"Your reputation is the sum of the interactions people have with you."

Fast Company Magazine



Introduce yourself and your business

The first things people want to know when they call you is that they've reached the right number, and you're ready to help them. This can be as simple as "This is Joel at First Impressions Painting, what can I help you with today?"



Make sure customer can hear you

Customers may try to end hard-to-hear calls early because it's awkward to keep asking you to repeat things. Don't answer the phone unless you have a hand free to hold it. If you're in a rural area, make sure you have a good phone signal!



Be engaged in the conversation

Don't answer the phone unless you can provide your full attention to the call. If you're rushed, distracted, or agitated when you answer the phone, callers will assume you'll be rushed, distracted, and agitated when on the job, too.



Answer the questions the caller has

Have you ever called a business to ask a question and been more confused after the call? Try to avoid this with your callers! If they ask a question you can't answer right away, tell them why, and tell them when you'll get back to them with an answer.



Show appreciation to the caller

People want to know that their business matters to the painter they select. Make sure your callers feel like you appreciate their call. If you've asked for an opportunity to quote the job, tell them you'd appreciate that opportunity.



<http://www.ProPainterWebsites.com>



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