

How To Close Painting Deals

You can be the best painter in the world, but if you can't close deals, you'll never be able to boost your profitability. Here are tips on how to get homeowners to choose your business instead of your competitors.

Know Your Process



Build a Process:

Most painters have at least three parts in their sales process: introducing your company, providing a quote, and closing the sale. Whatever your process is, always follow it.



Push Towards the Next Step:

Before the job is sold, the goal of every conversation should be to get to the next step of the sales process. Track your success of meeting this goal.



Ask for the Sale:

If you don't ask for the sale, you won't get it! Ask for it as soon as you think you've answered all of the prospect's questions.

Know Your Customer



Make Them Comfortable:

To be comfortable with you coming into their home, customers need to know you're safe, tidy and honest. People make this decision quickly, so first impressions are important.



Deal With Objections:

If a customer isn't ready to buy, they have an objection, even if they don't state it. Ask what they need to feel comfortable hiring you, and try to provide it.



Don't Lower Price For No Reason:

If the customer isn't objecting to the price, lowering it won't help. For many people, price isn't the deciding factor on who to hire.

“ Ask customers as many questions as possible to learn what's driving their purchase and what criteria they're using to make their decision. ”

Entrepreneur Magazine



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