

Three Ways to Avoid Devaluing Your Service

Most customers don't know a "good price" for a quality paint job; they're looking at signals you don't even know you're sending to determine whether to push back against your price. Here's how to maintain your margins.



Don't Market With Discounts

When customers see a coupon for a service, they assume that you've built in extra cost so you can give discounts. They don't want to pay more than the next customer, so they explore how much you have to 'give away'.



Market With Value

Instead of offering money off of a service, offer free services that are valuable to a customer. For instance, you might offer free gutter or window cleaning with a full exterior paint job, to help your paint job look even better.



Don't Focus on the Painting

People hire painters because they have a problem. Maybe they don't like the way their house looks. Maybe they want to add value before a sale. Try to learn about their problem, and focus on offering the best solution possible.

Focus on the Customer

You need to provide great painting, but high-margin painters provide more than that: they focus on solutions. If someone wants to increase their home value, direct them to resources on how do that.



Don't Be a Painter

If customers don't believe you're different than other painting contractors, they'll use the ultimate tie-breaker to decide which one to use: price. If you're different in a way that really matters, they'll pay a premium.



Be Their Painter

Whether it's customer reviews, a free touch-up guarantee, or a focus on specific services, find something that really matters to your customers, and build your image around that differentiator. Never fail to deliver on it!

You're better off working with clients who will pay your fee. You'll do a better job for them because you have the time to do your best work.

Forbes, Jacqueline Whitmore

