

Clear Choices Lead to Fast Decisions - and More Sales

People today face the highest levels of information overload in history. If you provide them with more (or less) than the information they need to make a decision, they'll decide to do nothing instead. Here's how to avoid that.



Talking With a Customer for the First Time

Most customers want to know you're going to provide a professional paint job, that you'll be reliable, and that you're likely enough to provide a fair price that they should give you an opportunity to come quote the job. After asking them about the details of their job, you'll ideally be able to tell them you do that type of work frequently and provide them with an estimated time you could start.

Providing a Painting Estimate

Customers are continuing to evaluate your reliability, quality, and price as you quote the job. They're more likely to select you if you seem interested or excited by the prospect of painting their home. Provide enough information for them to feel confident about your expertise, and offer to answer any questions they have about the painting process or any of the materials you'll use.



Turning One Positive Experience Into Dozens of Them



After the job is done, your best opportunity to make money has just begun. Don't miss the opportunity! Make sure they're happy with their experience and thank them for the work. Let them know you want to be their painting contractor for any future work they have, and ask if they'd review your company online.

Great online reviews are the single best form of marketing, and they're free!

"If you can have everything in 57 varieties, making decisions becomes hard work."

"The Tyranny of Choice", The Economist Magazine



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