

Boosting Customer Confidence

When customers see (or hear) something that causes them to doubt the quality of your work, they are less likely to be satisfied with that work - even if it was exceptional. Here's how to make your customers confident that you've done a great job.



Treat Every Interaction as an Opportunity



Painting contractors know to pay attention to the customer when visiting their home or discussing a price quote. Unfortunately, it's not always easy to focus on a conversation with a potential customer if they've called when you're busy. Every interaction is an opportunity to make a customer think you're a person who focuses on the details - so don't try to hold a conversation when you can't!

Maintain a Clean Working Environment

Especially on multi-day jobs, customers don't always wait to see your finished work before they begin to judge your work quality. They use the cleanliness and organization of your working environment to judge professionalism. This is one good reason to keep the space looking organized, even if you're planning on returning the room to its original state before you complete the job.



Inspire Confidence in Your Work



When you can speak with confidence about the work you've done, it gives customers confidence as well. Tell them about any major steps you took to ensure a clean and long-lasting paint job. If you found and repaired anything like rotten wood or holes hidden behind wall decorations, let them know about that too. This will make a customer more confident that you didn't cut any corners.

*"A brand is defined by the customer's experience.
The experience is delivered by the employees."*

-Shep Hyken



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