

Leads That Last a Lifetime

What's the value of a new customer? It depends on the customer – but it also depends on the painting contractor. Here's how to turn a single customer into many jobs over the course of a few weeks.



Show Customers You Care

Most businesses today treat customers like a cog in a machine. The customer tells them where the house is, and the painting contractor paints it as quickly as possible. Some businesses even tell their employees exactly what to say when they're on the phone.

If you can surprise a new customer with an unexpected "bonus" service or convince them that you care more about their happiness and their house than their wallet, you'll earn future work if and when they need any.



Make Customers' Lives Easier

The easier you are to work with, the more likely a customer is to ask for work in the future. That's why it's important to take good notes on their preferences and keep those handy for if they call again.

Let them know that you have their information on file, so you won't need to ask for it again. Ask if they would prefer the same day of the week and time of day as before. Note any special requests they made in the past (such as paint type) and ask if they'd like those same things for the new job.



Thank Customers For Referrals

Returning customers might provide money every couple of years. Referrals and online reviews, however, can turn a single customer call into a half-dozen or more jobs within weeks.

If you learn that a customer has referred you or reviewed you online, make sure to thank them. Try sending them a handwritten note. People are accustomed to being asked for the favor of a referral, but they're sadly not used to being thanked for it.

"Strive not to be a success, but rather to be of value."

Albert Einstein

