

Overcoming Customer Fear and Distress

One-third of people describe themselves as highly distressed during this outbreak. In most cases, you'll need to get past that fear and distress before you can paint their house. Here are three ways you can address their fears.



Have a Quick Video Chat With Prospective Customers

Most people want to keep their physical interactions to a minimum right now. A video chat allows safe, face-to-face (mask-free) interaction with your customers. This allows customers to put a face to a name, which gives people confidence. It may also allow you to see the project area, and to cover as many job details as possible without having to be physically near customers to ask questions.

Maintain a Clean Environment

Customers worried about contractors in their house may use cleanliness and professionalism to judge whether they've been careful to avoid becoming infected. If you do video calls, wear a polo shirt. Make sure employees wear professional clothing and clean up any mess as they work. Many customers may be more comfortable if you offer to wear a mask while in their house.



Send Customers Your Safety Procedures

If you are emailing a quote to a customer, make sure to include a 1-page document on what you're going to do to protect clients against disease spread. Clean equipment daily, avoid eating on-site and explain what you do to sanitize rooms you've worked in before you leave. Ensure your painters keep at least six feet of distance from customers, who may not want to be near the work area while painters are in the house, even to look at work or answer questions.

"You miss 100% of the shots you don't take."

-Wayne Gretzky



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