

Meeting Customers Where They Are

Your painting customers are all asking you for the same thing: a fresh coat of paint on (or in) their house. That doesn't mean their circumstances aren't all different, especially in this chaotic time.

The best way to provide great customer service is to figure out what customers have going on in their lives and do what you can do as a painter to improve them.

The most important thing in communication is hearing what isn't said.

Peter Drucker



Understand Customer Goals

Oftentimes, customers aren't very specific when they ask for a painting quote - but customer goals can be different. Customers hoping to sell a house soon might not want to spend extra on a perfect or long-lasting paint job. If a customer has just purchased the home and is getting ready to start a new family, however, they might be willing to pay extra for paint they won't need to touch for years.



Ask About Customer Schedules

If a customer is on a tight schedule and you think there's a chance you won't be able to meet it, it might not be worth the risk to take the business. Negative reviews hurt sales. On the other hand, if your calendar allows you to help a customer who finds themselves in a tight spot, surprising them with an extremely fast turnaround time may make a major impression and lead to referrals.



Contact Them In Their Ideal Way

Customers who are searching for the quickest repaint or cheapest price might submit a request online - but once they've selected a painter, they might prefer to talk in person. Or, if they're frequently in business meetings, texts might work better. Always try to make a note of how the customer wants to be contacted during the next interaction you'll have with them. And if you ask, then make sure to use that information!



<http://www.ProPainterWebsites.com>



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