

Getting Customer Communication Just Right

Whether you're building a flyer, emailing someone who has requested a quote, or introducing yourself in person, customers are listening to you and trying to feel comfortable with you as their painting contractor. Getting these five factors just right will help them do just that.



Be Hungry, But Not Starving

Customers want to know you're hungry for more work - that means you'll care about their business and work hard to do a good job. But if you seem desperate for the work, they may wonder if there's a reason you don't have much work.



Be Responsive, But Not Bothersome

You want to respond quickly to customers when they email or text questions - it will make it clear you're easy to reach and to work with. But don't text or email multiple times in a row without them responding, because this may annoy customers!



Be Helpful, But Not Stubborn

Customers aren't painting experts, but they want someone who is. They'll often ask your opinions on paints, colors or services they might need. If you provide opinions that are based on your experience, they'll feel more comfortable selecting you as their painter.

While providing opinions is good, you don't want to come off as stubborn - vastly preferring one paint, or only doing things a certain way. This may make you seem hard to work with.



Be Organized, But Not Rushed

If you can quickly answer service and scheduling questions, customers will believe you're organized and can do what you promise. But if you answer questions too fast and don't engage in conversation, they'll assume you aren't interested in them or their job.



Be Proud, But Not Arrogant

Always have high-resolution pictures of your best work available to show your customers the quality of work you perform. But be careful not to position yourself as a high-end painter if you want standard jobs - people may assume you're too expensive before ever asking for a price!

It's important to convey to the client that you care about their business and not just the deal. Coming off too calculated can turn people off; however, remember that there is nothing wrong with being prepared.

Inc. Magazine

