

Choosing to Be the Best

If you want to consistently earn new business, you need to be different from your competition in a way that really matters to customers. That's not as easy as it sounds, but if you can pull it off, your business can be hugely successful.

Here's how to get started.

"Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value."

Michael Porter



Learn What Matters to Customers

Not everyone values the same traits in a painting contractor. And while everyone will tell you that price is important to them, it's clearly more important to some customers than others.

Figure out what matters most to the customers asking about your services. Trust? Service? Quality? Speed? What gets people to 'yes' in your area?



Deliver What Matters to Customers

When it comes to being the best at something, earning a 'B+' won't get you far if there's an 'A-' business in town. What does it take to be the best in something? Talk with local business experts, friends, and your own customers. Whatever you want to be the best at, focus on it relentlessly – but don't let other critical things like customer service and profit margins fall by the wayside!



Prove That You're the Best at It

You haven't truly differentiated yourself unless you can claim something nobody else can claim. Everyone can claim to have great customer service, but only one local painting contractor can claim to have the highest review average on Google. Everyone can claim to do great work, but only one painter in town has the longest warranty. You know you've differentiated yourself when you can start a sentence with "The only painters in town that..."



<http://www.ProPainterWebsites.com>



Call us at 1-855-385-1134