

Serving Three Types of Painting Customers

Your customers all may call and ask for you to paint their house. But each of them has different problems. Here's how to solve the problems of three different types of customers.



An Attractive House

Needs: Quality and Speed

Customers who want their house painted to improve their surroundings (or their curb appeal) are often having it done as part of a larger design or renovation project.

Make sure to discuss how you handle color testing for different rooms. Emphasize how you'll take care of furniture and floors while painting. Also, make sure they're comfortable with you (and anyone else helping you paint) inside of their home.



A Valuable House

Needs: Speed and Cost

Customers preparing to sell a house want to maximize its value, and a paint job is one of the most cost-effective ways to do that.

These customers generally have simple needs. They may have already left the house, reducing work needed to protect contents. Because the paint job is profit-motivated, they're likely to be price sensitive, however. Whatever schedule you promise, make sure to meet it - anything that slows down a home's sale will lead to unhappy customers.



A Protected House

Needs: Cost and Quality

Even if people aren't concerned with their fading exterior paint, once it starts chipping and the wood below starts rotting, they know they need to get a new coat of paint.

These customers may be price sensitive - offer lower price options, and offer financing if you have a relationship with a bank. They'll also want to make sure that the paint you're using will protect them from future damage for as long as possible.

Truly listening is hearing the needs of the customer.

Frank Eliason, Citibank

