

Building a Strong Business Identity

Customer loyalty can be difficult to achieve for painting contractors. To prevent a race to the bottom on prices, work hard to stand out from your competitors in a way that matters to your customers.



Find a Differentiator

Sure, your customers care about price. But what else matters to them? Would they pay more if they knew exactly who was coming in their house? If the work was done in one day? Figure out what factors customers really value in a painting contractor in your area, and then figure out which of those things you can knock out of the park.



Incorporate It Everywhere

Once you've chosen your differentiator, incorporate it in as many ways as you can. For instance, maybe you want to stand out as the most professional company in the area. You could require every employee to wear polo shirts with your logo, improve the look of your estimates and notify customers via text when you're a few minutes away.



Focus Your Marketing

There's something in marketing called the rule of seven. A customer needs to hear your message seven times before they remember it. So whatever your differentiator is, don't be afraid to put it everywhere. Make it your company motto. Put it on all of your marketing. Include it on every estimate you provide. The biggest companies even put it on the sides of their trucks!



Don't Ignore The Basics

There's no differentiator that can save a company from messing up the basics. Whatever your differentiator, make sure you still respond to prospects in a fast and friendly manner. Provide good quality work, and make sure your customers are happy before you leave a job site. And don't get complacent on marketing - when it comes to business, peaks can turn into troughs quickly!

If you don't have a competitive advantage, don't compete.

Jack Welch

