

## Marketing a New Service

Some painting contractors have enough business in their area to stick exclusively to painting. Others find that additional services help to fill up their calendar, especially during the winter months.

Here's how to maximize your marketing dollars and make a new service really matter to your existing customers.

*Any fool can make something complex; it takes a genius to make it simple*

Pete Seeger

Product Director at Docusign



### Start With the Benefit

When your customers first called you, it was because they had a problem you could fix. It might have been peeling paint, or poor curb appeal, or maybe they were just tired of a color the previous owner painted a room.

When you're promoting other services, don't focus on the service itself - focus on what it fixes. Tell them how their life will be better after the service, and *then* tell them what a good job you'll do.



### Be the Best

While a service might be new to you, it's probably not new to the world. In fact, many of your customers may already go elsewhere for that service. This means that you have to be prepared to explain why you're the best option for that service as soon as you offer it. Is it price? Service quality? Convenience?

Whatever it is, make sure to say it! And don't be afraid to say it several times. You might get sick of hearing it, but your customers will forget it within 10 minutes!



### Promote Your People!

When you're selling service, the people delivering that service really matter. That might just be you, or it might be a whole team of employees. But if your customers know and trust you and your employees, that alone might be enough for them to try the new service or even switch away from their current provider for that service on the spot.



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