

PODCAST

Finding, bidding and keeping big commercial repaints

WITH BRANDON LEWIS

3 Keys to Big Commercial Repaint Jobs

1 HOW TO FIND THEM

- Identify the decision makers
- Refine your contact lists
- Create programs that resonate with the buyer

2 HOW TO SELL THEM

- Be clear on who you are talking to and what matters to them
- Use a sales process that educates before, during and after the sale
- Personalized follow up

3 HOW TO KEEP THEM

- Have a retention program in place
- Handle them like a large account, because they are

NOTES:

Brad's Favorite Applications & Software

Customer Management	Insightly
Online Scheduling	Schedule Once Book Me Now
Project Scheduling	SmartSheet
Employee Scheduling	Schedulebase.com
Phone Service	Grasshopper
Estimating Software	Quotient
Customer Forms	Survey Monkey
Paint and Color Management	SwatchDeck
Instant Messaging	Slack
Website	Wordpress
Social Media	Viraltag
Accounting Software	Xero Quickbooks Freshbooks
Email Software	Active Campaign Mailchimp Constant Contact Get Response

**Apps with
"All in One Solutions"**

- Work [etc]
- WorkFlowMax