

PODCAST

7 Strategies For Driving Winter Painting Sales

WITH BRANDON LEWIS

- 1 REMEMBER** (THERE IS STILL MONEY BEING SPENT)
 - 5% of your yearly bids happen each in December, January and February

- 2 REFOCUS** (YOUR SALES PROCESS)
 - Work on systems and upgrades
 - Increase your leads and then increase your conversion rates
 - Stop emailing your estimates, deliver them in person

- 3 REACTIVATE** (YOUR CURRENT CUSTOMERS)
 - Contact anyone who you wrote an estimate for and didn't close the job

- 4 REFINE** (YOUR MARKETING)
 - Convert leads to contracts
 - Setup your system to persuade

- 5 REFERRALS** (FROM YOUR CURRENT CUSTOMERS)
 - Keep sending a monthly newsletter (reward them for referring and asking them for referral)
 - Survey during your estimates of what other services they need
 - Joint venture with others via endorsed mailings
Example: Why is my painter writing me about a plumber?

- 6 REACH OUT** (TO COMMERCIAL PROPERTIES)
 - Go after commercial properties directly, talk with the property manager - You have more time in the winter and so do they

- 7 RETAIN** (YOUR EMPLOYEES)
 - Work with nonprofits to help them in Jan. and Feb. at cost
 - Win-Win: Ask for an ad in the bulletin or in front of the location, mention at the pulpit

NOTES:

TIP: Build proof - showcase the way that your sales processes, people and product knowledge are different than a typical company.