

Closing the best clients!

Making a sale and working with premium clients is about trust, confidence, reliability and comfort. Being on time, doing what you said you will do and doing it within the agreed timeframe holds you in good step to win a job without having to slash your margins.

Get clarity as to their priorities

1. Ask your prospective client what is important to them.
2. Ask them when they would like the job to be started and completed by.
3. Confirm the type of builders they would consider working with i.e. backyard Bob the builders or professional, established building companies.
4. Ask them how important working with a builder with an established record of success is compared to getting cheap and nasty builders.
5. Confirm whether quality is as important as price; i.e. if poor quality builders who deliver poor quality work would be preferred for their project.
6. Ask them to elaborate what happens if a cheap and nasty builder goes broke half way through renovating or building their home?
7. Ensure the type of clients you get are the type of clients you want;
 - a. i.e. if you advertise free quotes, then you will get those looking for bargains and cheap or free products.
 - b. If you advertise quality work with a long history and proud reputation, you will get like-minded clients.
8. Make sure your brand, image, website and marketing supports and reinforces your key message. Do not sabotage your marketing efforts by being an expert in 'decks, pergolas, kitchens, renovations, extensions, dual ocs and new builds.' Why not?
 - Your'e telling the world you are actually not good at anything!