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

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