

THE TRADIE SHOW

How To Connect With
Your Customer To
Increase Profits



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EPISODE 5

How To Connect With Your Customer to Increase Profits

Establishing a connection with customers straight away is vital in building trust, which is the best way to attain greater profits from them.

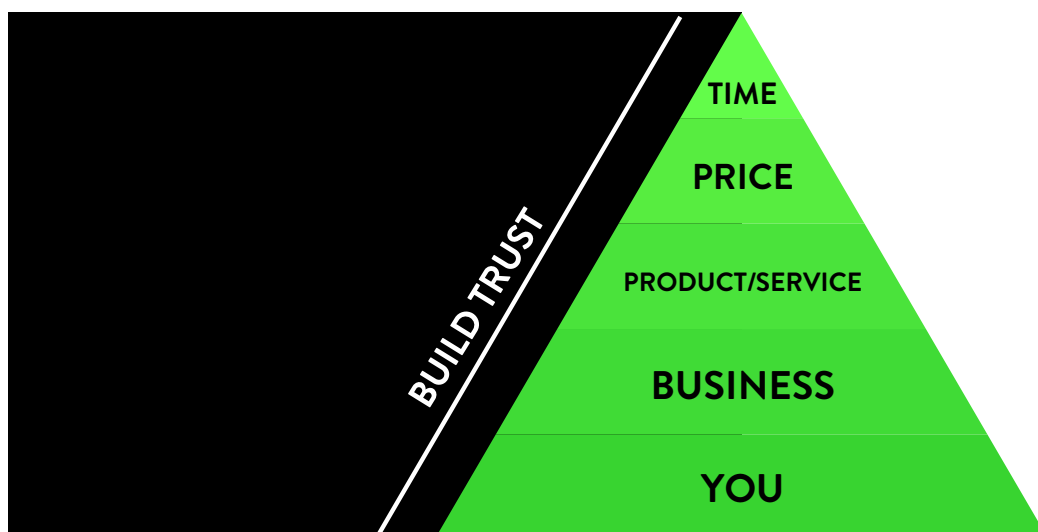
Honesty and being able to adapt to different customers' personalities is a great way of establishing this connection and trust.

The best way to adapt to different customers' personalities is to:

- Embody your customer
- Put yourself in their shoes
- Understand your ideal client and become them
- Understand how to deal differently with male and female customers
- Understand that each customer is an individual and his or her moods will vary. So you need to train yourself to be able to deal with customers that are on all different emotional levels. When they are in a negative mind frame, act positive and try to turn the mind frame around with your service so they feel like they are winning again.

'The 5 Step Buying Decision'

Every single customer goes through a particular buying decision. The buying decision works in exactly these 5 steps for all customers. Knowing these steps and how to deal with customers at each one will help you build a strong connection and trust with your customers.



Step 1 - You

They judge you.

First 30 seconds are critical –

- The impression starts with the first phone call “hi I’m ___ from ___ looking forward to seeing you. I heard you have a problem with _____. I am __ far away. See you soon!”
- Be present and stop working while on the phone
- Think about tonality and having ups and downs in your voice. Emulate the way your customer is talking to you
- If customers call you always answer!
- Be likeable and friendly

On time –

Your client is busy, they have expectations that you will be on time so you have to be!

Come when you make the time slot and call 30 mins before you arrive – this way they know they have time to get certain things to do before you get there.

Appearance –

Customers particularly females are going to be anxious about letting a stranger into their home so your appearance is really important.

- Be tidy
- Wear a branded uniform
- Branded vehicle
- Smile
- Make the customer feel safe and comfortable.

Listen –

A customer wants to know that you understand exactly what they are saying and that you are the right person for the job. To show you understand what they are saying, listen and then deliver it back to them.

Confident –

- Stand tall
- Use eye contact
- Good body language
- Explain confidently what you are going to do to fix their issue

Step 2 – Business

They judge the business. Customers will think:

- How long have they been around for?
- Do they have insurances?
- Are they qualified?
- Have they won awards?
- What are other customers and reviews saying?
- When they book a job say “Great! Ill get ____ to come help you they are a specialist at _____ (whatever they need help with)” to build their confidence in your business.

Step 3 - Product/service

Customers want to be confident that you have listened to their problems and that the solution you are providing is exactly the right option that they should be taking. Customers will think:

- Is this person and this business offering me the right solution?
- Have I been provided with the right options?
- Has the tradesmen fixed the problem/provided them with the service they need?

Give the right advice and offer options if you can – the first option would always be one that will provide a solution that will fix the problem forever. If that solution doesn't appeal to them provide one that in 5 years time might need fixing again and the customer can make a decision of what they want to do based on that.

Step 4 – Price

Don't make presumptions based on what a customers house looks like as to whether they will spend money or not. Customers want a price but it is less about what the amount is and more about what provides the most value for money. Customers want to know what the benefits of the work you are doing are and what they are actually getting for the money they are spending. Draw a diagram/mud map and point out where the areas are that need work so they can visually see. It is important that this is about value and not price.

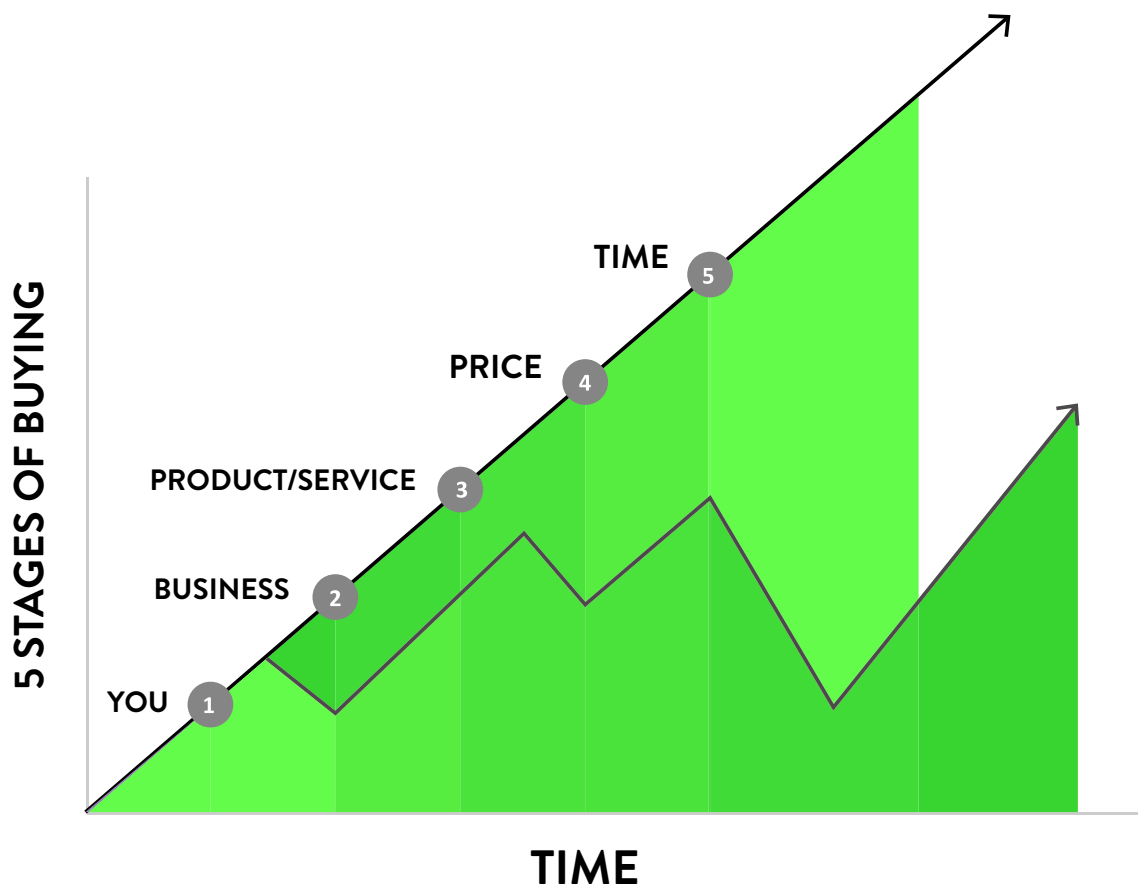
Step 5 – Time

After you have quoted a job the customer decides whether they want to go ahead with that piece of work now or later.

If a customer says ‘no’ to your quote understand that a ‘no’ doesn’t always mean ‘no’.

- Give them a quote
- Keep a note of it
- Touch base with the customers at a later date
- Ask them “Is there anything we can help you with now? Or would you like us to give you a call back in a weeks time?”
- Ask them “Would you like us to come back out and meet your husband on site and run through what needs to be done with him?”
- Leave your quote and some other information for them behind that includes information about your business, testimonials, the awards that you have won etc.

At the end of the day the customer will pick the business that ads the most value and they feel most comfortable and connected to.



'The Trust Escalator'

With each stage of 'The 5 Stages of The Buying Decision' the trust builds between you and the customer.

However, if a customer for example, reads a bad review or you may have mentioned something they didn't like hearing then the trust drops a little bit (as depicted by the pink shading on the above model). Then you have to work your way back up.

You can sense when this is happening with customers by their shift in emotion so acknowledge this and try and win them back at each new level of the buying decision.

BUILD CONNECTION, BUILD TRUST AND PROFIT WILL COME.

What's next?

You're the one wearing the heavy load of responsibility — and suffering major stress.

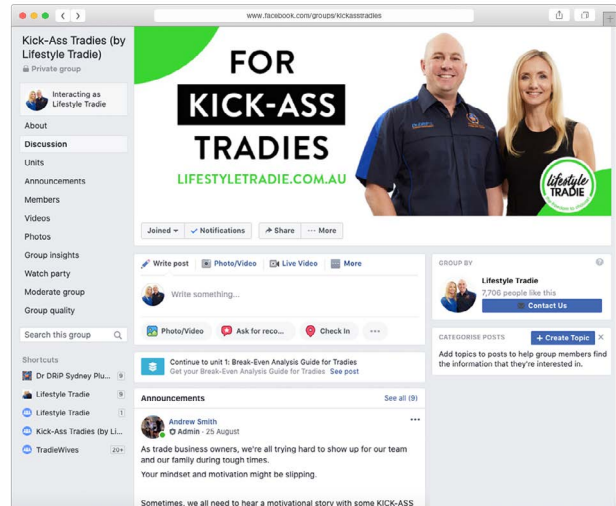
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