

5 Minute Business Success for Builders



If you are like most builders, you are probably not that keen on finding new business and making sales. You like building, right?

Your best prospects for new sales are often associates, friends, and family of the people that have recently used your services.

Your prospects typically trust their friends and because your happy customer is raving about the service he has received from you he is practically making your next sale for you.

Can you imagine what your building business would be like if you got as many top-notch clients specifically wanting to work with you and who would be prepared to pay a good price all without spending a cent on advertising or marketing?

Here is my predication of what would happen:

- You would only work with clients of your choice. No more building for difficult clients.
- You would be able to pay your team more and attract “the best” trades people out there.
- You would make more profit and have an amazing positive cashflow. Your bank would love you.

Here are my top 3 (very low cost) ideas that will ensure you get more referrals and repeat business:

#1 Add More Value

When you have completed the renovation or building project, you can do a couple of things most builders don't do very well.

They get the house or room professionally cleaned including the windows. Clients absolutely love this and always comment how delighted they are about that. This strategy will only cost a few hundred dollars, which is a small amount in comparison to size of the project, and the rewards over time are huge.

Question: How much is a hot referral to your businesses? When you know this figure, you will see how beneficial this strategy can be for you.

The builder then has a meeting with the client where they agree that the job is complete and the client signs off.

#2 Do Something Unexpected & Get Great Testimonials

When you have completed a project, the client is happy and has signed the job off, send a gift box by courier within 24 hours and a thank you card to your client. This box contains all sorts of yummy stuff you can't buy at a supermarket. The cost is about \$100.

At the same time send a questionnaire to the client by post.

This questionnaire asks the client for feedback and also reminds her of the things that were done that are not the norm.

For example ask: "Did we leave your house clean and tidy"? "Would you recommend us to your friends"?

Then ask for permission to use the replies for our marketing purposes and they always say "yes".

As you can imagine the feedback is typically extremely positive and if there are areas that need attention the builder can address it right away and get even more bonus points for being pro-active.

Include a self-addressed envelope to make it really easy for the client to send the questionnaire back.

Once the questionnaire is received, send a quick thank you card with a couple of movie tickets to the clients. Also include 2 fridge magnets and ask them to give them to a couple of friends who might need a builder sometime in the future.

The chances of anyone making a recommendation goes up hugely if the referrer has made a positive written comment about your business.

This method may seem quite complicated, but once you have done it a few times and have systemised it, it is easy, works like clockwork to get you more referral business and is very low cost compared to any other marketing.

#3 Get Paid Right Away and Improve Your Cashflow

If you are building small to medium size project for end users, then this is one of the best ways to improve your cashflow. Keep in mind that you are not a bank and your customers are used to paying as they go.

Setup a merchant account to accept credit card payments and then get a payment app on your iPad (I recommend SwipeHQ) and get the client to pay right there and then when the job is signed off. This is the best time to get payment because the client is happy. This will get cash into your bank account and save you a lot of time because you do not need to do invoicing later on. If you need to do some calculations, do it on site add your time to the cost of the project.

"Satisfied customers who will spread word of mouth are the most powerful assets you have."

Andy Sernovitz

Action Exercise: *How could you get clients and customers to positively recommend your business?*

Here's the simple answer...

Your business can get referral and repeat business easily, quickly and affordably.

The answer lies in getting someone to have a look at your business from the outside and develop a step-by-step referral and repeat plan for your business.

Find Out if You Qualify

Call Andreas Becker – the Builders Business Turnaround Specialist right now on (03) 741 1613 or Email andreas@big-cheese.co.nz

I will then send you a FREE information pack so that you can find out if you qualify to get Andreas to help your business get referrals and more repeat business.

What's the RISK? At worst you might learn something.