



From the desk of **R. BRANDON LEWIS**
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Brief Audio Introduction



Overview: In this PDCA webinar follow-up document, I've provided you with a [narrated worksheet](#) you can use to do two very important things:

1. Calculate the "Hidden Value" In Your List-Based Assets and Assess Your Overall Repeat Business Health Through a Few Quick Calculations
2. Take a Close Look at Your Current Sales Process to Determine If Closing Rates and Profit Margins Can Be Increased.

To make it easier for me and you, I've provided a [short audio walk-through](#) of this process so you may use this tool in concert with my interpretations and guidance.

If you have unanswered questions, you may email me at Brandon@PaintersAcademy.com or call 888-510-6027. Good luck in maximizing the profitability of your repaint business!

Brandon Lewis

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Director of the Marketing Department
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Customer Value Calculation Worksheet

Introduction: The long-term viability, predictability, and profitability of your painting business is largely determined by what you do with your most valuable assets. Namely, past customers, unconverted leads, referral partners, and commercial maintenance accounts.

In essence, we are in a list-driven business with a fine focus on retention. Many painting contractors overlook this fact and leave thousands in profits untouched and un-deposited as a result.

In the worksheet below, you can make a fairly accurate assessment of how much revenue and profitability potential you have “lying hidden” in your business. Although your metrics may vary slightly, the larger and more important point is this: There is remarkable value in your company’s “lists” if you will assertively communicate and market to them.

Fill In your numbers in the **highlighted** sections:

ANNUAL PROFITABILITY POTENTIAL CALCULATIONS

of Past Customers: X \$1,000 = \$

of Unconverted Leads: X \$200 = \$

of Referral Partners: X \$5,000 = \$

of Commercial Clients: X \$10,000 = \$

TOTAL POTENTIAL IN LIST-BASED ASSETS: \$

(LESS 2014 Gross Sales \$ _____ X 70%) - \$

TOTAL UNREALIZED or SURPLUS REVENUE: = \$

In the section below, please write out three ways you will systematically REACTIVATE your past customers in the lists above for financial gain:

1. _____

2. _____

3. _____

Now, list out at least three ways you will MAINTAIN the financial gains you get from reactivation:

1. _____

2. _____

3. _____

PowerPaint Presentation Process™ Checklist

Introduction: The act of “estimating,” as it is commonly referred to, is a misnomer. Estimating is only the act of calculating the COST of a project and is rather straightforward and should not be overly complicated.

A more apt term for what the “estimating process” is can be called *presenting*. In presenting your case to the customer, you only have 72-96 hours to build trust, establish expertise, and build the value of your services. In many cases, you are presenting projects that are as highly-priced as the services provided by cosmetic surgeons, real estate agents, or high-end attorneys (*just to name a few.*)

For that reason, it is important to note that you are not only in competition with other *painters*, but rather you must understand what the consumer compares you to other white-collar service providers depending on the largess of your project. How does your presentation process compare to other “white-collar professionals” against whom consumers will be judging you?

Here are a few items you can use as a checklist taken from the APPC’s done-for-you and field-tested PowerPaint Presentation Process:

Pre-Positioning

Many painters “throw away” the time that elapses between the initial appointment being set by phone or email and their arrival at the customer’s home or business. List out three strategies you can use to build trust during this compressed time-frame:

1. _____

2. _____

3. _____

Presenting

As we discussed in the webinar, “giving a price” is what a clerk does at Wal-Mart when they ring up a can of beans. As painting contractors, we compete for disposable income with respected, white-collar professionals yet our estimate processes do not always reflect this.

List out three ways you can revamp your estimating process to bring your presentation into alignment with consumer expectations so you may close at higher rates and raise profit margins.

1. _____

2. _____

3. _____

In-Person Estimate

If you are emailing a weak-and-wimpy estimate, you’re inviting your customers to go with another competitor and erecting barriers to closing the sale needlessly. What are three things you could do to reduce the time you spend writing estimates and provide a quick, printed, and detailed estimate to potential clients while they are still excited and more likely to say yes because you’re “in-person.”

1. _____

2. _____

3. _____

Post-Positioning

Post-positioning is the art of “leaving a landmine” for your competitors. What comprehensive proof could you leave behind with customers to demonstrate that your people, processes, and products are superior to the competition?

1. _____

2. _____

3. _____

Follow-Up

More money is lost needlessly in poor follow-up to estimates than almost any other stage of the presentation process. What can you do to make certain you communicate with customers in a manner they appreciate and that is thorough enough to avoid leaving money on the table?

1. _____

2. _____

3. _____
