



The 8-Phase Process for Protecting Your Personal & Business Income from the Coronavirus Outbreak

Implementing Critical Business Systems Instead of Focusing On “Painting Projects” Is the Only Way to Truly **Reduce the Effects of Coronavirus on Your Business and It’s Only Attainable Through *Significant, Quick Action***

- **A Phased Approach to Protecting Your Company and Personal Income**
 - **Phase One – Personal Financial Responsibility**
 - Rein In Consumer Spending... You Do Not Need More Stuff
 - You Do Not Need Any Debt or Business Loans
 - Delay Your Gratification
 - Start Planning Your “Debt-Free Journey”
 - **Phase Two – Clear Company Communication**
 - Agenda Driven Meetings
 - To Your Field Staff
 - To Your Non-Field Staff
 - To Your Clients – Simple, Clear Emailed/Mailed/Texted Announcements
 - Visible, Plausible Safety Procedures
 - “Pepper” These Into All Sales and Marketing Efforts
 - One-Pager’s
 - “P.S.” Messages In Email
 - Simple, Short Person-to-Person Scripts
 - **Phase Three – Process Your Pipeline Profitably**
 - Simple, Daily Job Costing Keeps You On Budget
 - Effective Crew Packets
 - Launching, Monitoring and Closing Out Jobs Correctly
 - Saved Labor Bonus Programs Motivate Your Men & Women
 - **Phase Four – Recalibrating Your Team**
 - Poor Performers
 - Poor Attitudes
 - The Unskilled
 - Those Who Do Not Contribute Fully
 - Partial Pay Adjustments According to Circumstances
 - **Phase Five – Picking the Low-Hanging Fruit (Lead Generation)**
 - Unconverted Leads for the Last 12 Months – 4 Mediums
 - Customer Reactivation
 - Launch Phase One – Then Evaluate
 - Working Well... Keep Going
 - Crickets? Push Out the Deadline

- Reaching Out to Warm Commercial Leads or Relationships for “Shut Down” Work
- Touching Base With...
 - Other Complimentary Trades
 - Calls
 - Texts/Emails
 - Place Them On Your Newsletter List
 - Use Your Trades Survey Sheet to “Show Love”
- **Phase Six – Auditing Your Sales Process... Is It Persuasive?**
 - This Controls Closing Rate, Charge Rate and Average Transaction Size... When Leads Are Low We Must Make the Most of Every Appointment!
 - PowerPoint Presentation Process
 - Messaging
 - Are Your Painters Safe?
 - Warrantees
 - Guarantees
 - TONS of Social Proof from Various Third-Party Sources
 - Licensing, Insurance
 - Process Descriptions
 - Affiliations and Certifications
 - Processes
 - Pre-Positioning
 - Presenting Effectively
 - Post-Positioning
 - 4-Medium and 3-Phases of Follow-Up... Minimum
 - The Sales Cycle WILL Be Longer!
 - No Email Delivery
 - If “Virtual” Make It Powerful!
 - Audit Yourself... Audit Your People.
- **Phase Seven – Approaching Potentially Receptive Markets**
 - Private Schools
 - Commercial Property Managers
 - Large Area Employers
 - “Shut Down Work?”
 - Pivot to Long-Term Relationship Building
 - Track Your Progress Using the Commercial Prospecting Points Program
- **Phase Eight – Tackle Important But Not Urgent Systems**
 - Staff & Personal Bandwidth
 - Building Your Hiring & Recruitment Database for Spring
 - Website/SEO Improvements
 - Online Review Gathering Systems
 - Developing Process for Potential Staff Hires
 - Estimating/Sales
 - Operations
 - Marketing Coordinators/Admin
 - Production Rate Estimating

- Personal Development
- **The “Input Metrics” That Matter Most Determine Your “Output Income”**
 - Gross Profit Percentages
 - Customer Satisfaction Survey Results
 - Cash-Flow to Owner Percentages
 - Weekly/Monthly Cash-Flow Projections
 - Personal Net-Worth and Safety Net Balance in Savings or Operating Account
 - Gross Labor Hours Sold and Installed
 - Number and Type of Outbound Lead-Generation Communication
 - Number of Estimates on the Calendar
 - Closing Rates
 - Average Charge Rate Per Painter Per Hour
 - Gross Sales In the Pipeline
 - Weeks Out On Production Schedule
 - Campaigns/Events/Efforts on Marketing Calendar
 - Time/Money Budgeted for Recruitment
 - Number of Quality Painters on Recruitment List
 - Number of Phone or In-Person Interviews Scheduled
 - Number of Past Client, Unconverted Leads, B2B Referral Relationships and Commercial Prospects/Clients on In-House List
 - Operations and Estimating Report Numbers

Not An APPC Member But Interested In Implementing Better Systems in Your Painting Business? Please Feel Free to Reach Out for a **FREE 60-Minute Painting Business Diagnostic Call!**

Serious Membership Inquiries Only:

In This Environment I Do Not Have Time for Inconsiderate “Brain Picking Sessions” Any More Than You Have Time to Paint My House for Free 😊

Email Brandon@PaintersAcademy.com or Call 423-800-0520

NOTICE: I am still catching up from travel and new membership orientation calls from the 2020 Painting Profits Summit. I thank you for your patience and look forward to speaking with you soon!