

Our Silent Sales Force

by Dan Precourt

Thank-you.

Thanks to the people, our clients, that make our telephone ring when they call for another project, and even more flattering – when they promote us to friends, family and associates. It may sound corny but it really does make it worthwhile when you get a call from someone you haven't heard from in a while and they want you back.

This subject became top of mind as I was talking to a client the other night. This was the 2nd or 3rd project we have worked on for this Lady and in conversation she mentioned a woman that I had quoted (she referred me to her) and the trouble that the Lady was having. I asked why and of course she had hired another company and they had taken a deposit (pretty large one I thought) and done a day's work three weeks ago and have not been heard from since. I sincerely felt bad for her and wish we could of helped but we were more money and her funds were tight.

This story is not new or unusual but what struck me was my clients' response to her acquaintances' dilemma. She exclaimed "I told her she should have used you"! How cool is that. Here this lady was giving her friend heck for having been foolish enough to hire someone else – as she put it. I have these conversations with myself all the time but I'm not sure how far I would get if I promoted myself in the same manner, so to have someone else do it for you – truly flattering.

On that street I have painted three houses out of about forty and they all started from across the street from the one this client lives in. We have several streets in the city we can say the same for and many clients to thank for their sales efforts.

It really shows the power of word of mouth. The sales force that asks for nothing in return, other than your promise to do what you said you would do and put on a smile. How hard is that?

P.S. We still have plenty of room left in August to help your interior or exterior!

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