



My 5 proven ways for Trades businesses to **increase Cash and Profits**

Suited to the following businesses...

- ✓ Electricians
- ✓ Plumbers
- ✓ Mechanics
- ✓ Builders
- ✓ Carpenters
- ✓ Painters
- ✓ Landscapers
- ✓ Air conditioning specialists
- ✓ Pest control specialists
- ✓ Any other trade business

My 5 proven ways for Trades businesses to increase Cash and Profits

1. **Pay close attention to your quoting and your pricing** – speed of quoting, presentation of the quotes, then proper follow-up with these potential customers. For so many customers this is how they make their decision. They want to know how reliable you are. Often they will have just 1 question that if you can answer quickly will tip the balance to you getting the job. Plus it shows them how professional and reliable you are. Ensure that pricing reflects your expertise and regular price increases at least match inflation rates.
2. **Review the customer skills of your staff.** Its absolutely critical that staff are good at their trade but just as importantly that they can **present well in front of your customers every time**. It's the missing link with many otherwise great trade businesses. All customer feedback needs to be passed on to your staff to reinforce the message. Ask me about my checklist for getting the right staff.
3. **Get serious with collecting the money.** Often the biggest challenge for every trade business. Make sure you very clearly advise customers at the time you quote what your payment expectations are. As much as possible make it easy for them to pay a deposit for materials before the job commences and full payment immediately on completion. If you absolutely have no choice and have to give out an invoice (e.g. for commercial work) be very up-front about your payment expectations. Then get someone in-house to follow through on those expectations every time. Your cashflow will improve dramatically. I guarantee it.
4. **Follow up after every job-** After each job always do a quick calculation on whether you made the profit you expected. If not, know exactly why. Always always follow-up with customers to get their comments on the job. This is the best form of advertising you can do. Customers will love you for this. Especially if you quickly solve any lingering problems. Rest assured, you won't get a referral from an unhappy customer. Resolve their problem quickly though and they could easily turn out to be your biggest fan, and source of further work.
5. **Ask for referrals from all happy customers.** Ask them who else they know who could use your services. Ask them to spread the word. Give them something they can pass on. Send them an email or text a thank you note. I've got a quick easy checklist for this.

I have a checklist of another 15 things that I use when we start working together.

The payback for your business results from the above 5 things can be huge, if you give them your serious attention.

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