



## 5 Ways to Boost Sales by Building Relationships With Customers

*By the ABC Supply Pro Council*

In the busy construction industry, it's easy to scratch completed jobs off your list and move on to the next one. However, building relationships is crucial to creating repeat customers and growing your business. Here are five ways you and your team can grow meaningful relationships for the long term.

### 1. Make a Good First Impression

When it comes to sales, using basic business principles can be surprisingly helpful in turning prospective customers into long-standing partners. Keeping the first impression you make top of mind will help you stand out from your competition.

Whether it's the first, third or 10th meeting with customers, treat it like you're trying to make a good first impression. Be respectful, friendly and smart, showing homeowners they'll enjoy working with you on projects now and in the future.

### 2. Be a Trusted Adviser

To build relationships with potential or new customers, it's important to establish yourself as a reliable expert and partner instead of a one-time service for a quick solve or basic need. Build trust with your customers by taking the time to understand them and making suggestions about how to solve their pain points.

Discuss setting up regular meetings or check-ins with customers throughout the job, so they are reassured there aren't any surprises with the project timeline or pricing.

### 3. Give Customers Purchasing Power

Does your company offer financing options for customers? If not, consider seeing if your supplier offers homeowner financing programs. You'll be able to empower your customers with more purchasing power. This will help you give them the ability to spend more, which could help increase the scope of jobs, too.

ABC Supply can assist you with offering customers affordable financing and purchasing power with its In-Home Financing Freedom Program. The popular "apply and buy" model, provided through GreenSky, makes it simple and fast for customers to apply, and the process is completely private.

Plus, they'll likely remember you when considering future home projects because they may not have that option with other area contractors.

### 4. Highlight All Your Services

In today's crowded business landscape, customers have various options for completing their projects. If you have diversified your business by offering a variety of products (think gutters and siding plus windows and doors), make it clear to customers right away. Use your company's value proposition, which highlights what your business can offer, to show customers how you can meet their needs.

Not only could it open their eyes to more project ideas, but it can help them remember all the services your business offers when they're looking for help on home projects later on.

### 5. Say Thank You

It's always a good idea to send a simple thank-you note after all meetings with potential customers. Show them you're willing to take time out of your schedule to reach out to them. Take your thanks to the next level by sending a gift, like a gift card to an area restaurant or a bottle of wine, at the end of the job.



You can also use your thank-you note as an opportunity to check in on any potential business. Even if the last time you spoke they weren't quite ready to step into a new project, maybe now they've budgeted the funds to move forward.

By being a trusted adviser, giving customers purchasing power, highlighting all your services, making a good first impression and saying thank you, you'll build strong relationships with your potential and existing customers. Visit our blog for more tips on [building your business](#).



*The ABC Supply Pro Council consists of experienced associates from across the U.S. Its aim is to provide contractors nationwide with industry advice and insights to help them seize opportunities and overcome challenges they face as they manage successful businesses. Contractors can visit ABC Supply's [blog](#) for additional tips and resources from the Pro Council.*