

# Project Selling

Persona and Project Selling



---

**Who is my customer  
and what are they  
working on?**





# DIY Customer

---

- Do it myself and budget focused
- Design focus
- Affordability
- Ease of use
- Amateur painting skills
- Color richness
- Tends toward low or no sheen
- Good hide and washability
- Leans toward one coat coverage

# Small Painter

Business owner that “does it all” including the painting task. Usually have one project going at a time and crews of around 2-3 people at max.

## Typical Work:

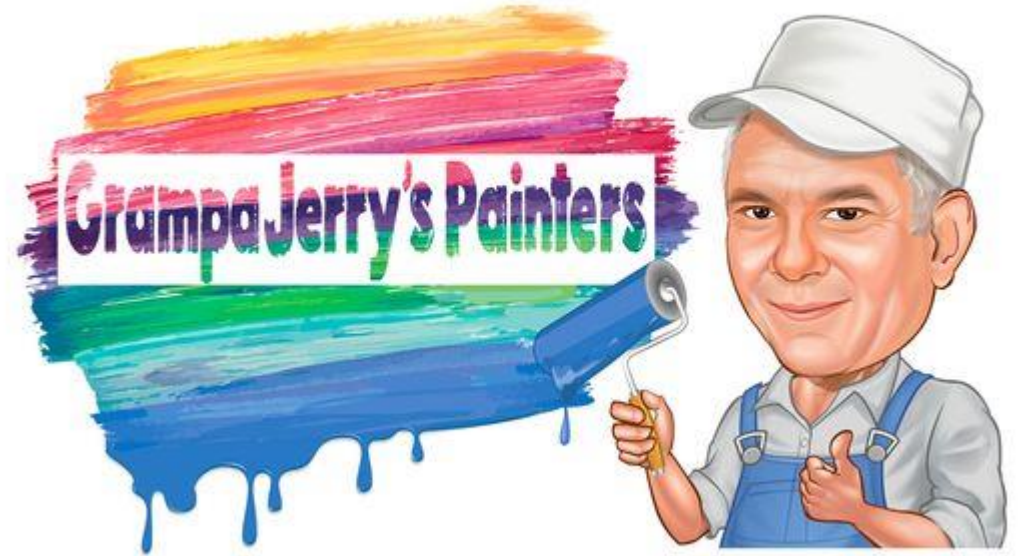
Single family homes full or partial, and seasonal exterior.

## Paint needs:

Quality products that go on easy and look great.

Lots of color matches and personalized service.

Making sure customer is satisfied to prevent rework and garner positive reviews.



# Commercial Painters

---



- Business owner that is very hands on. Manage all aspects of their business. Have a large array of responsibilities including multiple crews and multiple jobs running simultaneously and thus limited in time.

## **Typical Work:**

- Commercial and Retail interior and exterior
- New Builds and remodel spaces
- New construction Residential

## **Paint Needs:**

- Product Satisfaction like durability and washability
- Quantity inventory and delivery in some cases.
- Quick turn products and margin pricing
- A product and process SME (Subject Matter Expert)





# GM/Contractor/Trade/Remodeler

- Business owner that typically orders the paint or colors that are decided by the customer. May also send crew or sub painter to pick up paint.

## Paint Needs:

- Product Satisfaction like durability and washability
- Quantity inventory and delivery in some cases.
- Quick turn products and margin pricing
- A product and process SME (Subject Matter Expert)

# Needs Based Selling

---

*Potential Contractor Sales*



# Quick Tip!

## ***Customer Segment Indicators for customer personas***

SEGMENT	REQUIREMENTS	POSSIBLE PROBLEMS
DIY	Amateur, Budgeted: good hide, easy to apply, quick, affordable Doer, Proud of home: paint & primer, washable, mildew resistant scuff resistance Creative: no sheen, smooth finish, color richness, décor-oriented	Ability to paint – poor results Surface prep – poor results Color selection
RESIDENTIAL REPAINT	Product performance, quick service, knowledgeable store staff, product application properties	Match competitor colors Touch ups Time spent in store Homeowner satisfaction
COMMERCIAL PAINTER	Product performance, quick service, delivery, price, technical expertise, color consistency throughout a project, spray application	Touch ups Multiple jobs to manage Multiple products/colors on same job Architect satisfaction Security cost
GM/CONTRACTOR	Product performance, color match, return-to-service time frame	Touch ups or painting in sections Odors Short delays (dry time)



# Engagement – Questioning the Painter

- Asking the right questions:
  - **We have to ask questions to help us fully understand our potential contractors needs and expectations**
- Ask open ended questions like:
  - **What do you like/dislike about your current supplier?**
  - **If you could change anything about your paint what would it be?**
  - **Are you having any issues with your current product or service?**
- Actively listen, resist the urge to recommend products or services before accurately assessing the contractor's needs and goals

+

•

○

# Engagement - Propose Hirshfield's Value

**What does Hirshfield's bring to the table as a service-oriented business?**

- Coatings expertise
- Leader in color and color tools
- Premium products at value prices
- Local distribution network
- Long history of excellence

# Why is A Sales Process Important?

## The Survey Results Questions Say.....

What do paint store guests say is most important to them when selecting a paint supplier

- Accurate color matching
- Timely Service
- Knowledgeable Staff
- Excellent Customer Service
- Accurate Pricing
- Prompt Problem Resolution

What do paint store guests say is the biggest negatives to them when selecting a paint supplier

- Inconsistent Pricing
- Service Issues
- Product Performance Fails
- Color Matching Issues



# Mutually Beneficial Commitment

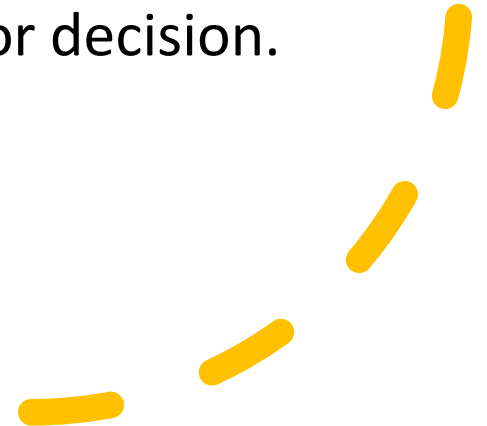
A customer commitment that moves the sales process forward in a way that benefits both you and the customer

## Examples:

Agree to a product demonstration.

Agree to purchase a particular product.

Set a time to come back and tint on color decision.



# What makes a commitment mutually beneficial?

- Value to you and the customer in making the commitment
- Helps both parties progress toward a mutually beneficial outcome
- Moves the sales process forward as efficiently as possible





Effective use of  
the sales  
process to get  
to a mutually  
beneficial  
commitment



# Review: the Hirshfield's Sales Process

## STEP 1. Welcome The Customer

- Acknowledge every customer, every time
- Remember to smile
- Be enthusiastic and friendly
- Walk out from behind the counter
- Introduce yourself
- Shake their hand
- Make eye contact



## STEP 2. Discover Their Needs

Ask open ended questions to identify:

- Type of customer
- Where the work will take place
- Project scope
- Product preferences

PROJECT CUSTOMER	PRODUCT PREFERENCES ADVISOR/CUSTOMER
<b>USE</b> Ceiling, floor, kitchen, furniture	<b>COLOR</b> Ambiance, scheme, light, dark
<b>SURFACE</b> Wood, gypsum, painted, repairs	<b>FINISH</b> Flat, eggshell, hide imperfections
<b>ENVIRONMENT</b> Moisture, UV exposure, kids, dogs	<b>QUALITY</b> Good, better, best, durability, price
	<b>TECHNOLOGY</b> No odors, resists mold and mildew, easy to apply with a brush, washable

## STEP 3. Offer a Complete Solution

- Educate the customer on the best product coatings and sundries complements
- Offer at least two alternative products
- Verify products are available
- Mention product benefits
- Use available selling tools
- Manage objections

**PRODUCT SELLING SYSTEM**

- **PREPARE**  
Attention to safety and surface preparation, including preventing stains and splashes before applying the paint or coating.
- **PRIME & SEAL**  
Seal the surface to guarantee better product performance.
- **FINISH**  
Suggest the paint or coating and sundries complements.

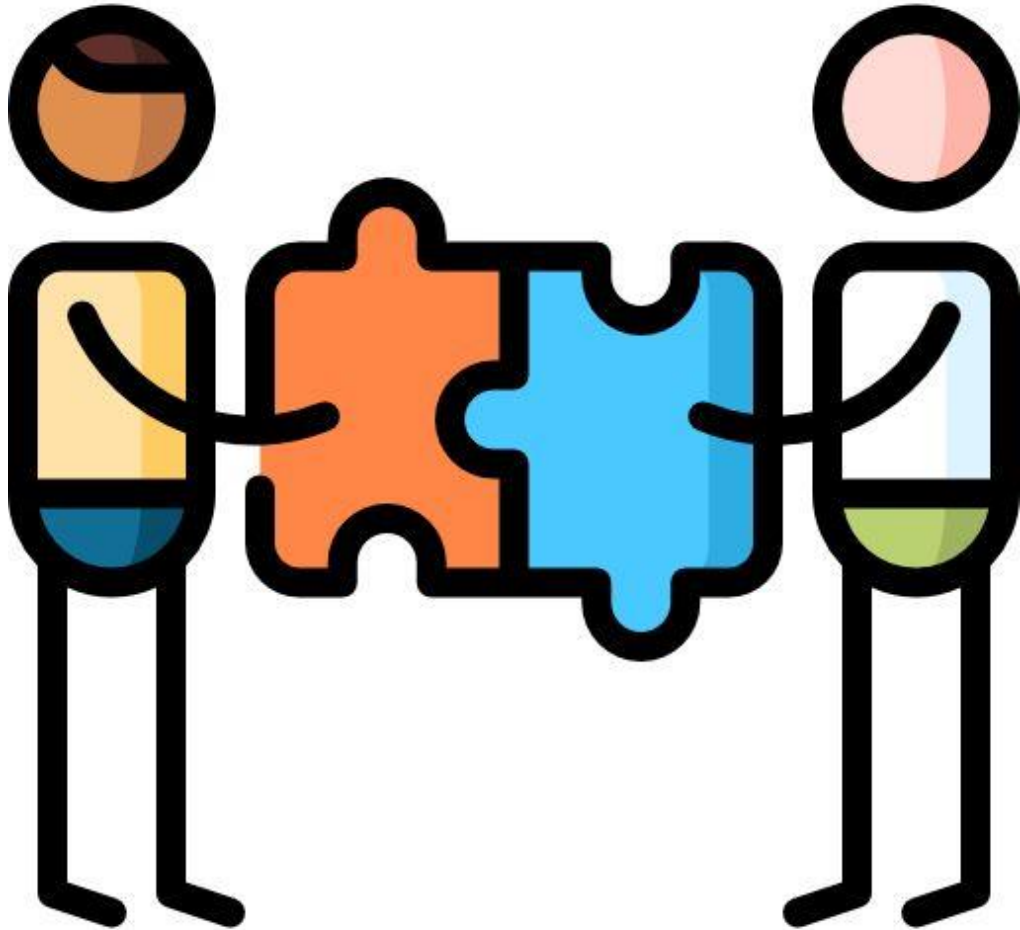
## STEP 4. Close the Sale

- Review selected items
- Ask about future projects
- Offer additional services
- Discuss upcoming promotions
- Carry the product out to the car
- Invite the customer to return
- Thank the customer



## Customer Projects – Specific Features & Possible Problems

INTERIOR	ITEM	SPECIFIC FEATURES	POSSIBLE PROBLEMS
	WALLS	Hide, sheen variety, smoothness, odors, stain resistance, touch up	Holes, roller marks, stains
	CEILINGS	Zero sheen, touch up	Roller marks, water stains
	DOORS / WINDOWS	Scrubbability, block resistance, easy to apply with a brush	Wear & tear, peeling paint
	FLOORS	Abrasion resistance, odors, drying time	Efflorescence, contaminants, peeling
	FURNITURE / CABINETS	Smoothness, stain resistance, water resistance, wear resistance, dry time	Lack of adhesion, wear, contaminants, peeling, stain resistance
EXTERIOR	ITEM	SPECIFIC FEATURES	POSSIBLE PROBLEMS
	SIDING / WALLS	Hide, sheen variety, film build (thickness), fade resistance, mildew resistance, spray application, rust inhibitors	Large surfaces, efflorescence (masonry), peeling, chalking
	DOORS / WINDOWS	Fade resistance, block resistance, wear resistance, adhesion	Wear & tear, peeling paint
	DECKS/FLOORS	Adhesion, dry time, durability, stain resistance	Efflorescence, contaminants, peeling



Be committed to  
the success of the  
customer's  
project!

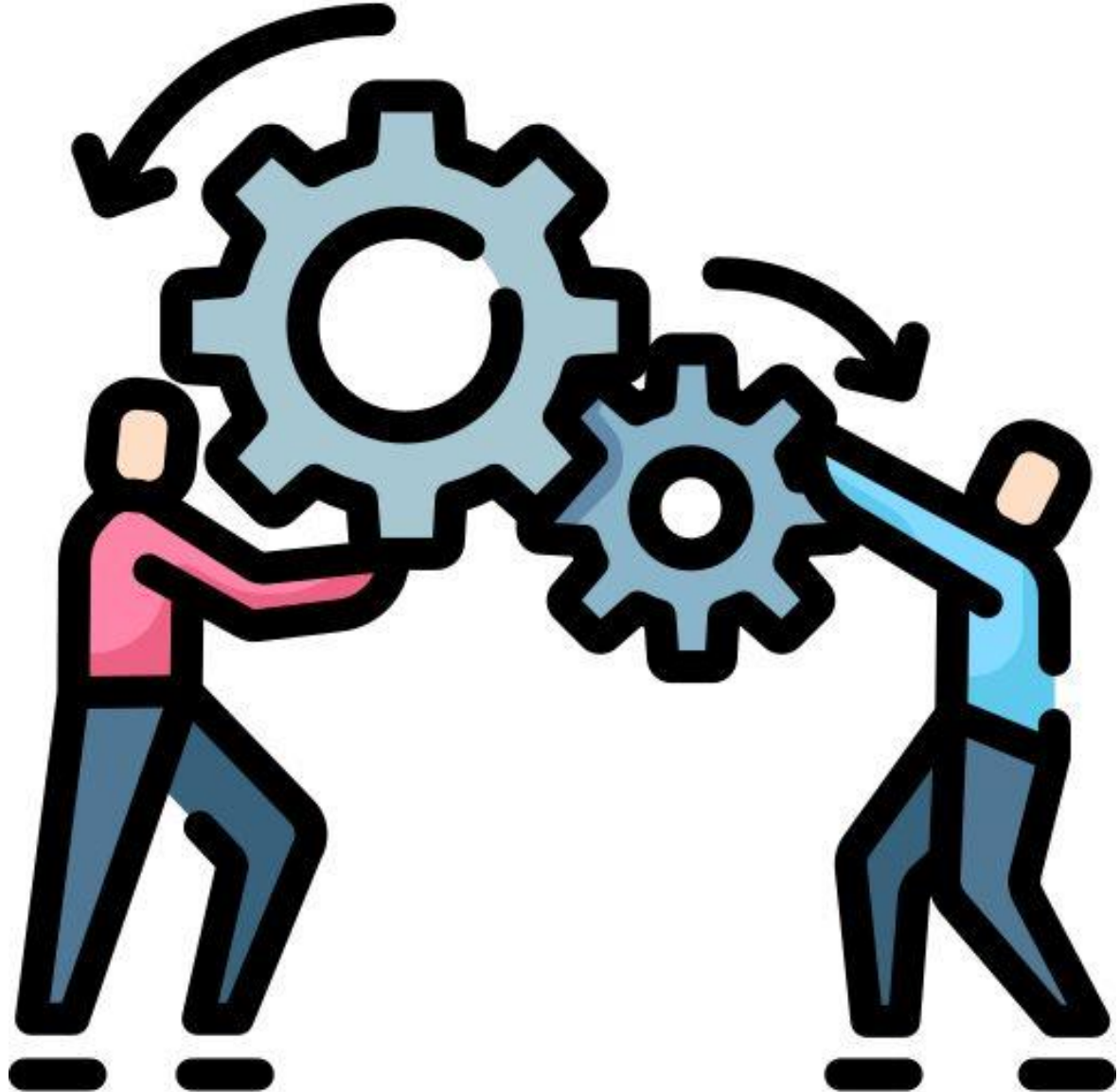
Deepening  
customer  
relationship  
to maximize  
sales potential

---





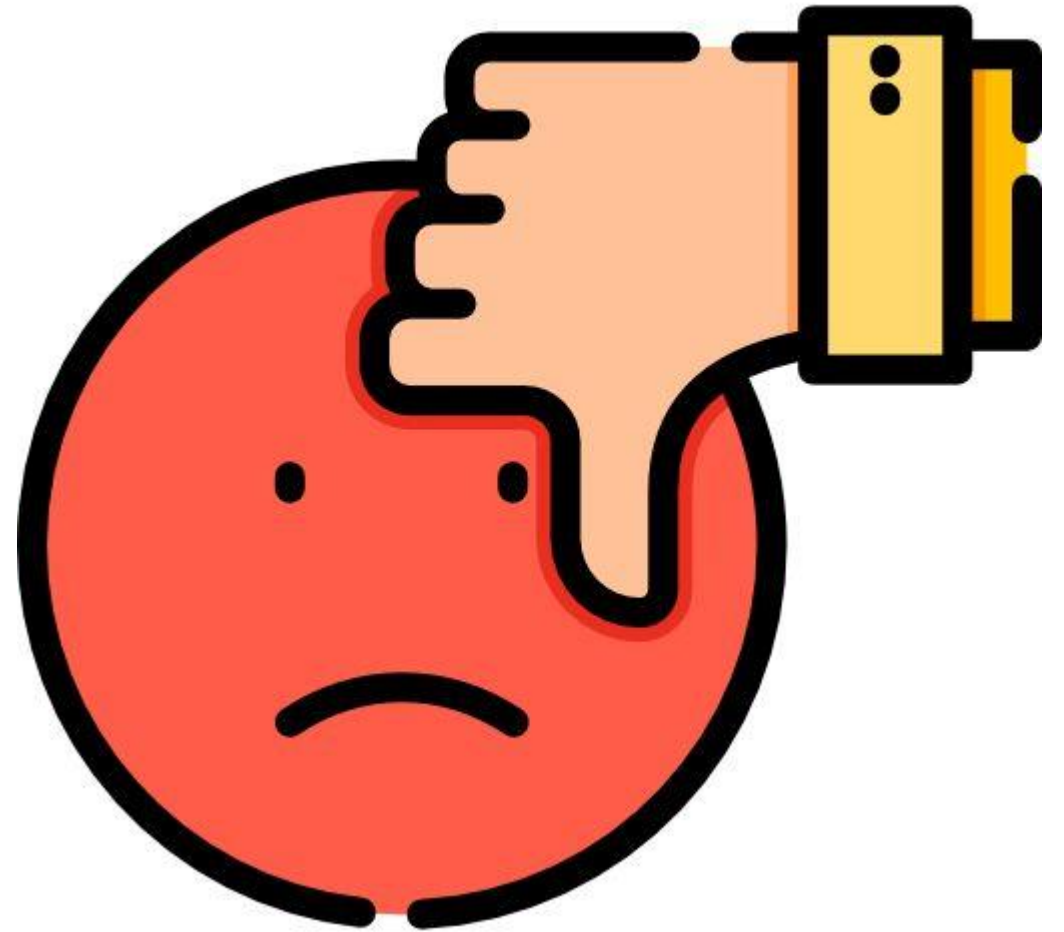
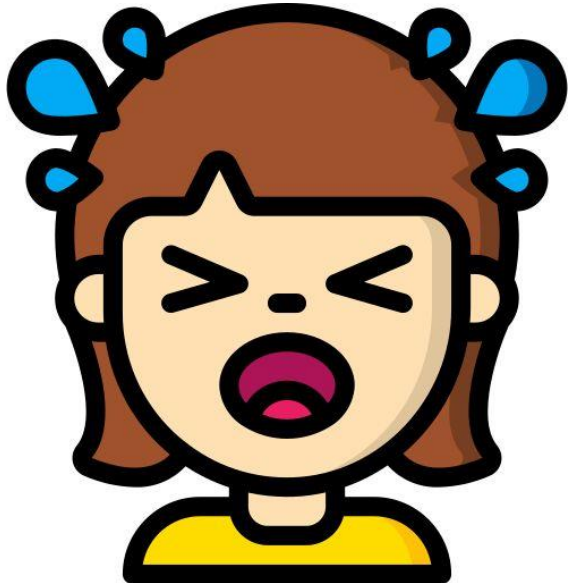
Understanding  
competitors'  
products and  
industry  
challenges



# Responding to Indifference

Acknowledge the customer's indifference.

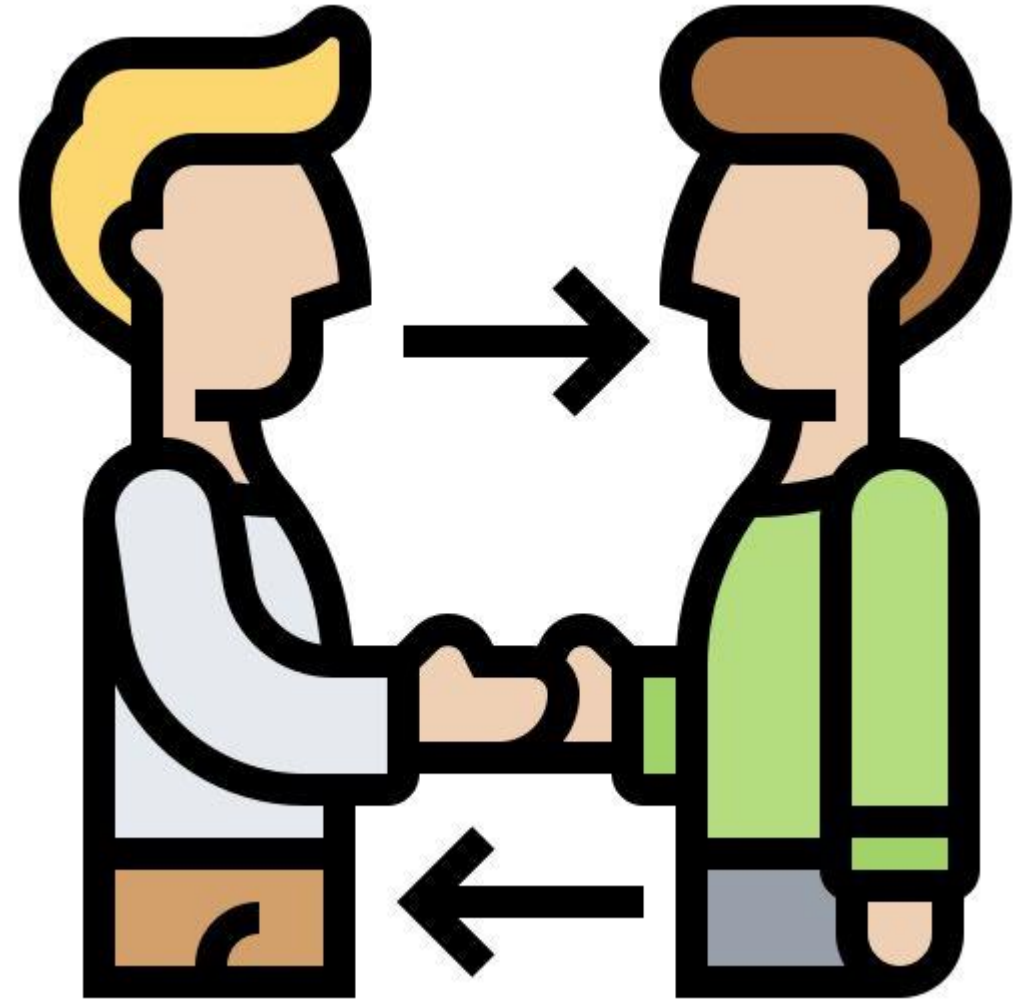
- Show respect for the customer's point of view
- To send the message that you will not push something on the customer that he or she doesn't want



# Respond to Indifference

Gain agreement to discover.

- How is this step most successful?
  - You propose an agenda, you state the value of your agenda, and you check for acceptance.
- How is gaining agreement to discover important?
  - You limit the agenda in scope and time



# Resolve Indifference

---

**Build awareness of possible needs by asking questions to:**

**Understand current circumstances.**

What is the customer doing now?

**Identify opportunities to improve circumstances.**

What, if anything, isn't ideal about the current situation?

**Discuss consequences of current circumstances.**

What is the risk of continuing with the current approach?

**Confirm a need.**

Does the customer want to take action to improve the situation?



# Engagement – Closing the Sale

- How to Close the Sale:
- After offering a solution to meet your target's needs ask if they agree with your proposal
- If yes, then ask for specifics and take notes (dates, times, people involved, product – INT/EXT, sheen, color- delivery or pick up time)
- Lastly, confirm again with a closing statement (Let me mix that up for you. Great I'll have that delivered on Thursday as you requested)



# Follow Up After The Sale!

## Service the Partnership:

- Deliver on your promises
- Verify customer orders for accuracy
- Quickly and correctly mix product
- Provide great service
- Return calls same day
- Take ownership and solve problems
- Look for lead generating sales
- FOLLOW UP, FOLLOW UP, FOLLOW UP!

# Follow Up



## **Grow Partnership:**

Make sure they are aware of all our products and services

Ask for other business and referrals

Arrange to address any other opportunities

Identify additional opportunities with this guest

- **Stain for Decks**
- **Paint for Basements**
- **Future Projects**
- **Shop At Home**



# Thank You!

Questions?