

THE SALES CALL

The goal is to get attention.

The business is a Paint Shop that also offers painting services.

The prospect has zero social media presence, the goal is to get him more attention by increasing the consistency of posting, having a separate Facebook Business account, linking his 1.5k followers, and sending them to the business page to follow and like the page.

Why Did You Open The Business? Opportunity in the business(Access to more sites, work, and money) and UNMATCHED love for beauty.

He is now overseeing the business as a contractor. He has a team of painters.

He opened the business because he wanted to give access to his customers, it all started with empty tins on shelves(the money-first game).

Customers paid first and he promised to get them whatever they wanted and delivered, he then used the profit to add a few real paints.

They offer access to the best paints(Crown Paints) that are expensive but give assurance by the quality of work they will do and how it will change the clients' homes or apartments.

How Do You Retain and Convince A New Customer To Buy? Educate the customer on the product they are getting(what it does, where it should be applied, and how it will change their home) and give them the chance to work with them.

Give the customer the best service and sales experience and let the customer tell other people about the business and the results the business offers. "Make the customer a painter(By making them understand what they are buying and the service they will get)."

Awareness - The customer does not understand the difference between various paints and where they should be applied(Interior and Exterior Paints).

They upsell by doing a good service - A customer who comes in for a paint job for their latrine is a potential customer for a whole home or an apartment.

The goal is to make them come back for more when they have more

The goal is to get big business - The hope is to have a mega paint shop with access to all tools for whatever is needed to finish the job by the end of the year.

He also wants to build a legacy and family business. A place where the family will grow and grandkids will go to school to gain knowledge on business metrics and come back to bring input into the business.

Ideal customer - Ksh. 250000 per deal. A target of 1000000 a month.

Consultation Business - Aims to build himself into a respected Painter with the ins and outs of the business who people will come to and ask for painting work and business metrics.

1000 Following on Social Media(FB) - This is the target I want to get him. He says it will give him Exposure, More money, and access to a bigger audience.

Muthokinju Paints - A brand he respects.

His idea of the business - Peka Paints to be like lipstick on a woman's lips.

What Action Steps will I take to get him 1000 New Followers?

1. Learn the Harness FB Course on the SMCA Campus.
2. Create a FB Business Account for them and use his Social Media following to be the first customers to follow.
3. Learn the How To Get Attention video on Campus and use the ideas to generate posts that will not only catch their attention but push them to make that call.
4. Post frequently on the profile and get in front of the audience.
5. Ask for advice on this plan from Experts on the Campus and the Agoge brothers.
6. Research Muthokinju Paints and their business model to steal ideas for my posts.
7. Tell the client to always remind the customers about following him on FB.
8. Create a Google my Business Profile and make it the best in the country.

THE WINNING STRATEGY FOR PEKA PAINTS ATTENTION GOAL

WHAT DO THEY DO WITH THE PRODUCT?

Show clients what they do with the product or what they think of an awesome paint job.

Show them why your service is superior to the others they see(Google Business Profile).

Transform your property from the inside out.

At Prime House Interiors, we offer comprehensive interior painting services. This not only includes the main advisory and task but also guidance, consultation, pre-planning, and preparation.

Our commercial painting company evaluates your entire premises before beginning the work. They inspect which surface they need to paint and what type of paint would look good with the interior.

Apart from offering comprehensive interior painting services, we take up tasks for both commercial and residential areas. So, whether you need to get a small apartment painted or a commercial office, we can help you plan the task without any hassle.

You don't need to worry about anything, as we are the best interior painter big and small plans on every type of project.

We ensure minimum disturbance and interruption and utilize the best-suited painting techniques. Call us for more details on interior painting companies and services.

Simply put, we can help you portray a great first image in front of your first-time visitors, be it for residential or commercial properties.

Colors have the power to change our mood and mind.

The people you trust to do the job right.

We Make it Easy to Get Started

1. Talk to Us

Give us a call, or fill out the contact form here on the website. There's always a real person ready to help you.

GET A QUOTE

2. Get an Estimate

One of our estimators will visit your home or business, gather the necessary details, and give you a fair and honest quote.

3. Have the Job Done Right

Our teams will show up on time, use premium products, do a great job, and clean up when they're done. You'll be happy you chose AG Williams.



The recipe for a professional paint job

We've been serving our customers in Westchester County, Fairfield County, Rockland County, and Putnam County since 1906, so we know a thing or two about what it takes to do a job right.

Trustworthy people

We are fully insured, 100% background-checked, full-time employees, and have a crew leader on-site to ensure good communication with the client. So you never have to worry about liability or safety.

Premium product

We don't use cheap paint that looks good at first but peels and fades after a couple of years. We have a warranty on every job we do. If the paint starts to fail, we return and do it again at no cost to you.

Take the time to do the job right

Some companies under-scope their hours to lower their bid and win the job. We have a project management process that works, and we do the job right the first time.

GET A QUOTE

Choosing the cheap contractor may cost more in the long run



The proof of a professional paint job isn't just how it looks the next day; it's how it looks one, two, or even three years later. AG Williams gives you the peace of mind that you won't have to do it over.

GET A QUOTE

We Paint Everything But Toenails!

Create a Google Business Profile -> Open a Facebook Business Profile -> Link it to the Google Profile -> Send our current clients for reviews on the profile.