


What Your Customers Need to Know About You

Being prepared for common customer questions



UNIQUE
LIGHTING SYSTEMS®

Just about any job starts with an introduction. Being prepared for that first prospective client meeting can set you apart from the competition. Often the decision to go with one contractor over another is based less on price and more on presentation and reputation. Here are a few questions new clients may ask and how to be prepared to answer.



Why should I hire you rather than do this project myself?

This question gives you a great opportunity to talk about the benefits of professional lighting installation. While going the do-it-yourself route might look appealing for some people, having a professional who knows the ins and outs of installation can take the guesswork off the shoulders of the client and ensure the project is done following all professional standards and practices.

In addition to your expertise, professional installers have access to the highest quality lighting products, ongoing training, and knowledge of the latest technology and trends. All these aspects put together make a great introduction about you, your business and the standout work you do.

How long have you been in business?

Whether your company has been in business for two years or 20, this is your opportunity to express your experience. Don't start and end the question with the number. Be sure to list the on-going training you and your team have received, the history of your company and your specializations.



If you're asked about your design capabilities, remember Unique Lighting™ has the Specification & Design Support Program for landscape design assistance that can expand your client offerings. This service offers complimentary CAD drawing services that can take your plans and proposals to the next level.



Specification & Design Support Program

This is also a great opportunity to express your company culture and values. Research shows that homeowners are more likely to work with companies that show integrity and authenticity. They're also more likely to hire someone who is active in their community, so don't be afraid of sharing your involvement.

Do you have references?

Don't wait for this question to be asked. Weaving in that you have many happy clients is a great way to reinforce a third-party endorsement. You can talk about how great your company is, but when other people sing your praises, it is much more meaningful.



If possible, match your references to the type of installation your perspective client is requesting. This gives them an accurate comparison and can boost their confidence in choosing you for their project.

Are you licensed and insured?

Many clients may not even think to ask this question. But, making sure they know your qualifications and coverage can be another confidence booster. Knowing clients are financially covered in the rare occurrence of an accident onsite or damage to their property is a great added benefit of working with you.



Do you do maintenance?

Maintenance can be another question on homeowner's minds. If this is a service you offer, having a listing of the benefits of maintenance and a potential service timeline ready to go in the proposal stage can be helpful.



Making sure your customers have your contact information for any unexpected maintenance issues is helpful too.

Taking a few minutes to be prepared for common questions can keep you one step ahead of the competition.