⑦ After Sales & Referrals

Great follow-through after the job is done is what turns a one time customer into a repeat client and referral source. In the trades, your reputation is everything – and the after-sales stage is where long-term loyalty is built.

- Confirm Job Completion
  - Ensure the client is satisfied before leaving the site
  - Walk them through the work (if applicable)
  - Ask if they have any questions or concerns

  - A clear handover shows you care about quality and client experience

- Send a Final Invoice Promptly
  - Make it clear and easy to pay
  - Include a thank- you note with the invoice

    - "Thanks again for choosing us – we really appreciate your business"

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⑦ After Sales & Referrals (continued)

- Send a Thank-You Message
  - Within 24 -48 hours of completing the job
  - Can be a quick email, text or handwritten card
  - Leave something memorable with your details/brand

- Provide Warranty or Care Information (if relevant)
  - Email or print basic warrant/product details
  - Give care instructions or maintenance tips

  - The above adds value and shows professionalism

- Request a Review or Testimonial
  - Ask the customer to leave a Google/Facebook review or provide a short testimonial

    - Say " Would you mind leaving us a quick review online? It really helps businesses like our and it would be very much appreciated"

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⑦ After Sales & Referrals (continued)

- Ask for a Referral
  - If they are happy with your work, ask if they know anyone who may need your services

- Take & Share Job Photos (with permission)
  - Use before/after photos for social media or your business portfolio
  - Utilise these images for future business

- Schedule a Follow-Up (if applicable)
  - For ongoing maintenance requirements, set a reminder to check in at the appropriate time

- Record Client Details for Future Use
  - Save client information and specific job details etc within a CRM system

- Add your Customer to Your Mailing Lists to keep them informed
  - Send out occasional emails, seasonal tips etc to maintain contact

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