

Communication Builds Sales

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Communication proves especially vital in the current economic times, experts agreed. They said to return every call, even to say you are busy and will get back to the customer soon.

When sitting down to discuss a project, listen to the customers' needs as and give them honest advice, said Chris Niccum, owner of Sonovan Gardens and Landscapes in Mesa, Ariz. "It's important that you understand what the customers want and how they will use it," Niccum said. "Then you can design their vision of their back yard.

"Be very conscious of how much they want to spend," Niccum. "It's not good if you end up with a design the client loves but can't afford."

Niccum suggested keeping a database of customers who did not buy everything they originally wanted. Niccum said to call the clients a year later to ask if they are ready to install more features.

"That's resulted in a number of projects for us," Niccum said. "I've found it to be productive."