



By Terry Begue,
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“Until someone hires you and money changes hands you don’t have a business.”

Terry Begue is the owner of Begue Painting Inc., and author of the popular e-book, “The Wealthy House Painter’s Guide to Having it All.” He’s been a successful house painter and enjoys helping others start their own successful painting businesses, too. Discover more at: <http://www.yourhousepaintingbusiness.com>

To P or Not To P

If you’re like me, you got into the painting business because you love painting. But soon you realized that your technical skills are only a small part of what it takes to be a successful painter. The ability to sell your services to customers is Job One. Everything in business, no matter what business it is, starts with a sale, because until someone hires you and money changes hands you don’t have a business.

There’s a science to getting hired. I’ve discovered your level of success is determined strongly by your ability to influence customers to hire you. In this article I’ll share four important “Ps” to help you develop the critical ability of influencing others to do business with you: Perception, Professionalism, Performance and People skills.

- **Shape Their Thinking About You.** The first and most important “P” in influence is perception. This refers to how other people think about you, see you as a person, and talk about you when you’re not in the room. People want to hire others they like and trust. How you’re perceived in their minds and hearts largely determines how open they are to being influenced by you. Everything you do shapes your prospect’s opinion of you and their trust level.

- **Develop Confidence.** The second “P” is professionalism. The more qualified a prospect feels you are, whether real or imagined, the more likely they’ll feel confident you’re the best choice. If you appear friendly, confident and sincere, people are much more likely to trust you than if you’re perceived as inexperienced or uncertain. Practice acting the part of a confident business owner. Some people call this, “fake it ‘til you make it.”

- **Commit to Excellence.** The third “P” is performance. This is about your competence and expertise in your area of painting. A person who becomes highly respected for the ability to get results is far more influential than a person who only does average work.

Commit yourself to becoming the best. Cultivating a reputation for walking your talk can make you extremely persuasive with your prospects. They’ll accept your advice readily, and happily say “yes.” They’ll want to do business with you if they feel confident you’ll follow through on your promises.

- **Treat People Politely.** The fourth “P” is people skills. People do things for two reasons; they want to or they have to. When you treat people with kindness, courtesy and respect, you make them want to do things in return. The law of reciprocity kicks in. People who like and trust you will be inspired to buy from you, even if you charge more. By being pleasant you satisfy the deepest of all human needs: the vital need to feel liked, accepted and respected. Convey this message to others through great people skills. Prospects will be more inclined to say “yes” when you’re pleasant.

You may think getting hired is the luck of the draw. Or, maybe you believe the best painting jobs go to the biggest painter in your area. I believe getting hired is a science. This is how I land eight out of ten of the painting jobs I bid.

Carefully consider the impression you want to make: positive, confident and professional. Then, make sure everything you do or say is consistent with that perception. Start with honesty and respect in every relationship so you get what you want and you achieve a result that works for everyone.

When your prospects feel good about you they’ll hire you for their painting needs, and refer you to others. Their perception of you becomes their reality. Oh, and don’t forget to be nice. When everything else is equal—nice wins every time. **TPC**