How to Differentiate a Successful Lead from an Unsuccessful One

It used to be that simply finding leads was the hard part for contractors. However, with the rise of the internet—social media and blogging especially—that isn’t the case anymore. Many businesses are now flooded on a daily basis with potential patrons asking about their particular expertise. So how do you know which of these leads will actually turn into paying customers and which won’t? By implementing some of these tips from Home Improvement Leads, you will be well on your way to differentiating between the two.

Customer Assessment

Homeowners are now trying their hand at home improvement projects in record numbers, but that doesn’t mean that they actually understand the ins and outs of exactly what a contractor does. This means that you have to ask the right questions initially in order to determine exactly what jobs they want performed on their home, and if your expertise fits within those parameters. It will also become obvious during your meeting if the person is simply there to pick a professional’s brain for a project that they plan on doing themselves.

Realistic Expectations

Similarly, homeowners may have expectations that are absolutely unrealistic in regards to their budget and timeline. The average person doesn’t actually know how long it takes for a
foundation to be laid or how expensive custom kitchen cabinets are. That’s where your prowess comes in. If a potential patron is saying that they want a project completed in a time or manner that would compromise the quality of your finished project, it’s usually best to not move forward with them. It’s better to lose one prospect now than it is to lose many potential clients due to negative word-of-mouth testimonials and poor reviews online.

**Evaluating Their Decision Making Skills**

Every contractor has at least one story of a project that went terribly wrong due to a client constantly changing their mind or simply being unable to make a decision altogether. Take the time during that first interview to probe into what type of materials and components they are wanting to include in their build. Clients that seem to have done their research beforehand and are able to answer your questions with confidence are more likely to sign on the dotted line than ones who appear to be unable to make a decision.

According to a study by CEB, buyers are 57 percent sold on a purchase when they first make contact with a company. That means that it is up to you to draw them in the rest of the way. By asking the right question initially to determine exactly what their needs and motivations are, you are certain to transition those leads into lifelong clients.