

8 Digital Selling Tips from One Click Contractor Users

As a contractor you know that each step of the sales process is important, from initial customer engagement to the final handshake when the job is done. We asked successful contractors from across the country how One Click Contractor's platform has revolutionized their approach to everything from sales presentations to maintaining customer relationships. [Here are their powerhouse tips.](#)

1 Show you're the right person for the job

Patrick Readyhough of Pond Roofing says that creating a digital portfolio has made it easier than ever to show customers why his company is the right one for the job. With One Click Contractor, sharing previous projects, testimonials, and awards and recognitions is as simple as pressing "send."

2 Remind customers they're #1


Patrick also advises that keeping in touch with customers leads to long-term relationships and generates future business opportunities—something that's important when times inevitably get more competitive. A postcard in the mail, an annual box of cookies, and email newsletters are just a few of the ways Pond Roofing keeps in touch. Whether it leads to a referral, return business, or simply a smile, it's worth it to invest in continuing the relationship.

3 Put customers in the driver's seat

Patrick Oliverio of Empire Contractors points to open communication as the foundation of a great customer experience. His team shows customers available options and prices, makes recommendations, then hands over the reins for decision-making. The bottom line? Let the customer tell you what they want, not the other way around.

4 Commit to detailed documentation

Oliverio sees detailed documentation as the first opportunity to establish trust and collaborate with the customer, and with One Click Contractor the process is even easier—reports can be built directly in the tool. Providing thorough details is impressive to the client, and, when you continue to document throughout the project, gives you great before and after material you can use for marketing.

 **Bonus Tip:** Consider giving homeowners an album showing the progression of their project when it wraps. They have a keepsake to share with friends who might become future clients.

Meet the Contractors

Patrick Oliverio, co-owner of Empire Contractors in Cincinnati, Ohio, and

his team ended 2020 with a record-breaking **\$4.2 million in residential sales** and an average close rate around 40% (well above the average of 20%-30%).



Patrick Readyhough, President of Pond Roofing in Fairfax, Virginia, says

utilizing One Click Contractor's digital sales tools helped the team achieve over **\$6 million in sales** in 2020.



Paul Trautman, owner of Timberland Exteriors in Minnesota and Wisconsin,

watched his close rate and profits increase when he made the switch to virtual appointments, allowing him to **expand to four locations.**



Tim Rimedio, owner of Palazzo Restoration, has seen his **close rate grow by 30%** while gaining valuable time back to his day thanks to One Click Contractor's capabilities.



5 Respect the customers' time and privacy

Tim Rimedio of Palazzo Restoration says that using One Click Contractor's digital platform puts his customers in control of the sales experience. While other contractors require customers to be available at home for large time windows, One Click Contractor users can offer easy virtual appointments that are more convenient for them AND you. Give your customers the convenience, confidence, and comfort they deserve.

6 Be enthusiastic. It's contagious!

It's a new era of selling, and using One Click Contractor's digital sales platform has eliminated the need for lengthy home visits, Rimedio says. People are increasingly more open to remote meetings, and Rimedio has seen increased enthusiasm and engagement from customers and team members alike. With a streamlined selling process, your team can focus on loving what they do - and the feeling is contagious!

7 Do more presentations virtually to close more jobs

Paul Trautman of Timberland Exteriors has vastly expanded his service area using One Click Contractor's virtual appointment capability. Without time spent driving from appointment to appointment, Trautman says he raised his daily sales presentation quota from one to four. In addition to a wider customer base, the time and money he's saved allowed him to open up an additional brick-and-mortar office in another location.

8 Make magic with digital presentations

Trautman credits One Click Contractor's virtual presentation capabilities with increased customer engagement, too. He can share design ideas on Pinterest, drive down a customer's street using Google Earth, and make their creative vision a reality with tools that show how their home will look when the job is done. The possibilities for customer involvement and customization are endless!



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