

# Internal Branding for Small Companies – 1 to 5 Employees

## Overview

Start thinking like a buyer and put in place the things you would expect when you buy services.

Most small companies get most of their work by referral. **Customers hire small companies because they want to deal with an owner – they believe they will get the highest level of experience and quality from an owner.**

Experience, flexibility, attention to detail, consistently high quality and typically a lower price (lower overhead) are the typical advantages of a smaller company.

Disadvantages include ability to schedule quickly, slow response (wearing too many hats), inability to get back to fix issues after the job is complete and lack of experience in all areas (may require hiring other companies to get a complete job).

## Essential Things To Do To Project an Image of Professionalism and Quality

### Business Reputation and Stability

- ✓ Proper business registration and licensing
- ✓ Active membership in professional organization(s) (take on a leadership role)
- ✓ Multiple current references (minimum of 10)
- ✓ Evidence of Insurance
- ✓ Membership in local business associations (take on a leadership role)
- ✓ Professional contracts that provide sufficient detail so your customers know what they are getting – avoid the “scrape, prime and paint” type of descriptions

### Appearance

- ✓ Clean and well maintained vehicles
- ✓ Easy to read vehicle lettering – phone large and visible – compact services list with emphasis on most profitable
- ✓ Uniform – can be a t-shirt with company name and logo if you have one – always clean
- ✓ Yard Signs – well maintained

### Service

- ✓ All incoming calls returned the same day (think how quick you want to get called back “now”)
- ✓ Forward office phone to mobile phone to minimize delay (consider a second mobile number for this)
- ✓ Daily progress report to customer (can be verbal)
- ✓ Clean up checklist (that is adhered too!)
- ✓ Approximate start AND finish dates (required in some states)

### Experience

- ✓ Specific years of experience and number of jobs completed – include all experience in the field whether with your company or working for someone else as you learned the trade
- ✓ Training you have taken (suppliers offer this especially on new products)
- ✓ Quality images of projects (with today’s technology you can even get a flip video and take a 2 minute video and talk about what you did)

## Summary

Small quality contractors do most or all of these things but they may not know how important these are to your customer – it is all about communication and teaching your prospect why these things are important elements to getting a quality job that will last.