

In essence, experience and customer service are expected. “It’s like having credentials,” Montgomery says. “If you say you’re an engineer, of course you have an engineering degree. What our research shows is that the important thing above all is whether you can solve the client’s problem, and how you convey that.”

## PUTTING DATA INTO ACTION

Montgomery suggests putting yourself in the buyer’s shoes. If you’re a commercial painter, that means understanding your target audience and, specifically, the person who is making the decision. Maybe it’s the office manager and their biggest issue is mitigating disruption of the employees in the space during the job. By understanding their primary concern, you have the opportunity to speak about your crew, experience, and awareness for surroundings. If you’re a residential painter, the client may be concerned about damage to the landscaping or dust being tracked around from sanding. Again, by understanding the homeowners’ concern, you can move the conversation away from painting as a commodity and more to the sensitivities your firm has around the living spaces.

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One of the items that Hinge has learned from their research is that sellers often overestimate the importance of their services, unless they explain why the service is important or can be helpful. “Forget about what you care about as a service provider and focus on what your clients and prospects care about, and then frame your capabilities in that way,” Montgomery says. “It’s a much more powerful way of positioning than the traditional catchall list of services.”

Get the facts—free: for a free copy of how buyers buy: architecture/engineering/construction services, click on the a/e/c link under clients & industries at [hingemarketing.com](http://hingemarketing.com)

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