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 **CRUCIAL INSIGHT**

WHAT CUSTOMERS DON'T TELL TRADES BEFORE MOVING ON

Most jobs are lost earlier than you think.

1 THE LEAK

1

HERE'S WHAT'S HAPPENING:

- ✗ Calls go unanswered while you're on site
- ✗ Enquiries sit in emails or DMs too long
- ✗ Customers lose confidence waiting for a reply

INDUSTRY SNAPSHOT

- 7 out of 10 customers contact more than one trade
- Most book the first one who responds clearly



2 THE TRUTH

2

Good trades aren't losing work on site.
They're losing it before the job even starts.

BY THE TIME YOU CALL BACK:

- The customer has moved on
- The job feels "too hard"
- Trust has already dropped

**NO FEEDBACK.
NO SECOND CHANCE.**



3 THE FIX

3

The fix isn't working harder.
It's removing friction before the job.

- ✓ Every enquiry captured (24/7)
- ✓ Clear next steps for customers
- ✓ Confidence built before contact

THE RESULT

- ✓ Fewer missed jobs
- ✓ Less admin
- ✓ More work without chasing

This isn't marketing hype.

IT'S HOW CUSTOMERS CHOOSE TRADES TODAY.

REACH OUT!

BUILT BY SOMEONE WITH 4+ YEARS (AND COUNTING)
MANAGING REAL CONSTRUCTION PROJECTS.