

Downloadable Guide

BUILDING CLIENT RELATIONSHIPS IN THE TRADES



A Step-by-Step Guide to get and
keep clients in the trades

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Attracting and keeping clients can be one of the most challenging parts of running a business. This guide offers practical tips for building strong, loyal client relationships that not only value your work but also keep your schedule full with returning clients and referrals.

1. Communicate Clearly and Consistently

Strong client relationships start with clear communication. Keep clients informed at every stage of the job—from initial consultation to project completion.

- **Set Expectations Early:** Go over the project timeline, deliverables, and payment terms upfront to avoid any surprises.
- **Check-In Regularly:** Give progress updates, especially if there are any changes to the schedule. Clients appreciate knowing they're kept in the loop.
- **Be Responsive:** Reply to questions or concerns promptly. Even a quick acknowledgment shows that you're on top of things.

Pro Tip: Use simple tools like email templates or automated reminders to make communication easy and consistent.

2. Show Up On Time and Be Prepared



Punctuality and preparation speak volumes about your reliability and respect for clients' time.

Plan Ahead: Organize materials, tools, and any special equipment in advance to ensure the job runs smoothly.

Arrive Early: Even a few minutes early shows clients you value their time and are ready to start on schedule.

Respect Their Space: Clean up after each workday and be mindful of noise and other disruptions, especially in residential settings.



Pro Tip: A small courtesy can go a long way.

When you treat their home or property with respect, clients notice and appreciate it.



3. Exceed Expectations Where Possible

Clients love it when you go the extra mile. Small details that show you care about quality and client satisfaction can set you apart.

Attention to Detail: Finish every job as if you're working on your own home—clients notice and value quality work.

Offer Small Extras: Doing a quick check or minor fix related to the project (like tightening a loose screw nearby) can make clients feel like they're getting special treatment.

Follow Up: A quick follow-up message after the job shows you care about their satisfaction and gives you a chance to address any lingering questions or issues.

Pro Tip: *Ask for feedback after the job. It shows you care about improving your service, and it gives clients a final positive impression.*

4. Be Transparent and Honest

Trust is key in any client relationship. Clients value honesty and transparency—whether it's about pricing, project changes, or timing.

Be Upfront About Costs: Break down costs clearly, so clients understand what they're paying for and why.

Own Up to Mistakes: If something doesn't go as planned, communicate it right away. Addressing it professionally can actually strengthen trust.

Set Realistic Timelines: Avoid over-promising. A realistic timeline that you can meet is better than promising something unrealistic and disappointing the client.

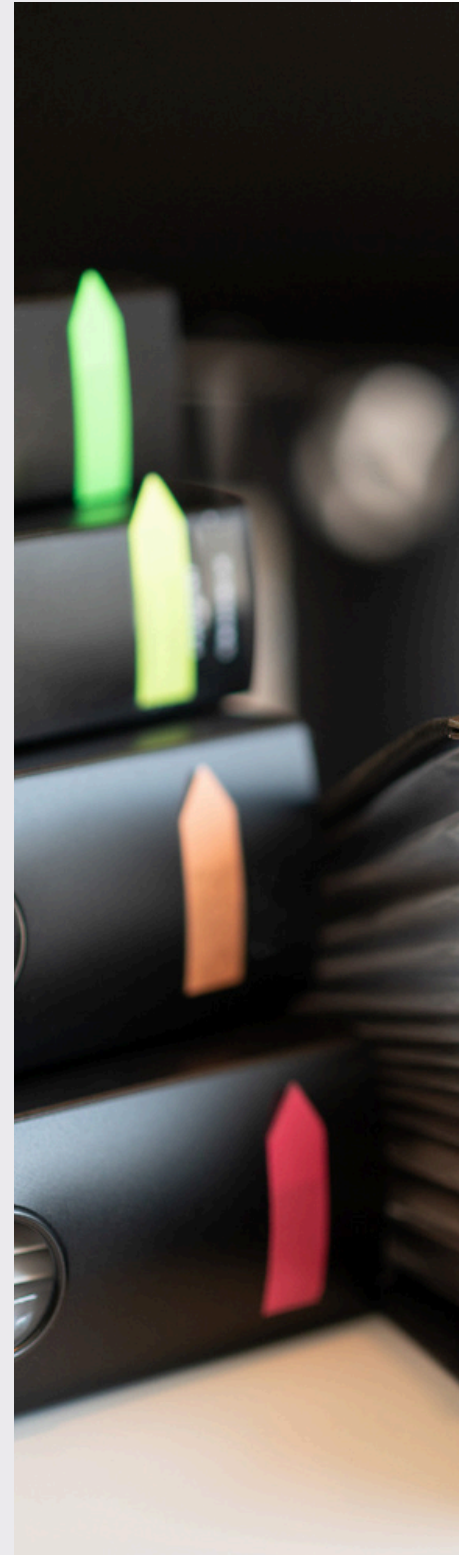
Pro Tip: *Clients appreciate honesty, especially when it comes to budget and timing. Being clear from the start builds lasting trust.*

5. Keep Client Information Organized and Personalize Your Service

People appreciate when you remember details about their needs or preferences. Organized records can help you personalize your service.

- **Maintain Client Records:** Keep track of past jobs, preferences, and any special requests.
- **Remember Their Preferences:** Note any specific client requests (e.g., “They prefer communication by text”) and apply them on future projects.
- **Follow Up on Past Jobs:** A quick message checking in on a past project shows you remember them and care about their long-term satisfaction.

Pro Tip: *Use a simple CRM or even a spreadsheet to keep client information organized and easy to access.*



6. Ask for Referrals and Reviews

Satisfied clients are your best source for new business. Don't be afraid to ask happy clients to spread the word.

- **Ask for Reviews:** Politely ask clients for a review or testimonial after a job well done. These reviews can boost your reputation online.
- **Request Referrals:** Let clients know you appreciate referrals. Consider offering a small incentive, like a discount, for clients who refer friends and family.
- **Stay Connected:** Send occasional updates or tips to past clients to stay top of mind. They're more likely to refer you if they remember you and your work.

Pro Tip: Timing is key—ask for reviews and referrals soon after you've completed a job when the positive impression is fresh.



Final Thoughts

Building client relationships takes effort, but the payoff is worth it. Strong, lasting relationships not only bring repeat business but also lead to referrals and a great reputation.

By showing respect, delivering quality, and maintaining open communication, you'll create a client base that values your work and keeps your business thriving.



Thank you!

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businesses that are clear,
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