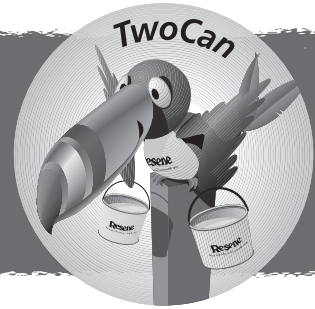


“ Colour has an enviable way of moulding itself to the moment. No matter what the mood, there is always an appropriate paint colour to excite or relax, soothe or shine. This year has been one of new beginnings – new ways of doing things, new ways of living, working and connecting. This has brought forth a desire for joyful colours – the ultimate mood lifters in a sea of grey... ”



Colour your way into 2021 and beyond

When you work at Resene and meet someone new, the first conversation typically ends up with the other person animatedly explaining their latest paint project and the Resene colours they used in each part of the project and why they chose them and how much better whatever they painted looks.

Customers, and not just homeowners, get very emotionally invested in their colour choices... and equally upset if they find that the authentic colour they thought they had is a less than perfect 'match' once on the wall. The nuances of the tints and tones and the different tinters each company uses means a match is never an exact match and this is quickly shown up in different lighting and when teamed with different colours. We've had customers tell us Resene Black White looks pink... only to find they didn't actually have Resene Black White. If you want to build a loyal customer base, one of the easiest ways to do that is make sure you actually give them what they have asked for.



When it comes to deciding which Resene colour to go with, many customers are happy to go with the tried and true classic colours, and for them the **Resene Classics collection** is the perfect place to get started. There are also many others who like their existing colour scheme but who get restless quite quickly and itch to put a new fashion colour on every few years or so to update their home, without necessarily repainting everything. To help those keen on easy colour updates, habitat and Resene have created the latest **habitat plus – decorating and colour trends guide**. It's packed full of the latest decorating styles, colour combinations, tips and ideas to inspire decorators to be braver with their choices.

After all, it's only paint and can be easily painted over when tastes change. Plus, it's surprising how much a fresh paint job can lift the atmosphere of a room and the occupant!

Keep an eye out for the latest habitat plus – decorating and colour trends coming to a Resene ColorShop near you. Grab yourself a few spares so you can gift them to clients who need a little inspiration to get started. And remember we have Resene Colour Experts ready to help – in store, on site and virtually to help clients make colour decisions with confidence so that you can maximise your time painting and minimise your time counselling clients on their colour choices.

Look out!

Sometimes projects just don't go according to plan as this painter tells us. You'd think laying dropcloths out over a larger area would be the smart move but as Murphy's Law can pretty much guarantee the only spot you don't put the dropcloth is where the paint will always land...

"One day I was working on a job in a really upmarket house, like everything was very expensive even down to the long haired white and grey fluffy cat, which was sleeping on the chair in the bedroom enjoying the sun.



There were four of us on site painting a bedroom. It was just about smoko time and we had been called and told the brew was ready. As a workmate of mine turned around, he knocked the tin of paint off the windowsill he was painting and it landed just short of the dropsheet he had laid down under the window. The carpet had to be the most expensive carpet he had ever walked on, his first thought was, I'm up to be fired, the second thought was, who can I blame this on? Next minute, he grabs the 'very expensive' fast asleep long haired white and grey fluffy cat and swipes it through the paint on the floor, then yelled 'bloody cat', to which the owner comes rushing in and sees the paint on the

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>> floor, the cat covered in paint running off putting paw prints all over the rest of the carpet!!

When the owner questioned what happened, my workmate declared that he was painting the window, the paint was on the windowsill and the cat jumped through the window knocking the paint tin to the floor. He was apologising while explaining what had happened and the owner said that he shouldn't be the one apologising, she should and what a naughty cat it was!!!"

Needless to say, more care was taken with the paint... and the cat... from then on.

Having had a number of pet related stories in over the years, if a pet ever does end up doused in paint, a quick wash with water while the paint is

still wet is an easy fix... the hardest part usually is catching the pet before it has left painty footprints all through the house that you have to clean up later. Of course, the safest option is making sure any area you are working on is clear of pets and kids before you start. It's easy enough for a job to go wrong without tempting fate by adding cats, dogs and curious kids into the equation!

If you've thought of a funny decorating story or very handy tip but didn't get a chance to enter it in our last funny stories and handy tips competition, we'd love to hear it. Please send it to us at update@resene.co.nz, subject Trade funny story or handy tip. If we print it in a future TradeLines we'll reward you with a \$50 Resene credit and some colourful m&ms!

Help us find our history

In 1946, Ted Nightingale started Resene in his Eastbourne garage in Wellington. Today, 74 years on, Resene is still family owned and operated.

To celebrate Resene turning 75 in 2021 we're asking you to help us find our history by sharing any photos, stories or memories you have of Resene from years gone by. We know many of you have been part of the Resene story for

many, many years and we'd love to hear from you with your early memories of Resene – the company, the products, the stores and anything else Resene related you'd like to share.

We hope to use the stores, photos and memories to build an archive of Resene's history to be enjoyed for years to come.

We need your help to build this archive. Please send photos, stories or memories to trade@resene.co.nz. We'd love to hear from you!

3 easy ways to help grow a business client list

One of the hardest challenges a business can face is expanding a client list. At the end of the day, without clients, a business cannot succeed, so it's vital you keep generating leads and work hard to retain what existing customers you do have in order to grow but most of us don't have the luxury to allocate a lot of time to this task. So, how do you fit it in with all the other work that needs to get done?

Here's some tips to get you started...

1 Reap the benefits of modern day advertisements

While print and radio advertisements may still be an effective form of getting your name out there, many will look to social media to find new customers.

With so much traffic, it's easy to see why many businesses choose to reap the rewards of web marketing. Channels like Facebook make it easy for companies to advertise their product or service to their target audience by targeting ads based on interests, gender and location. Facebook advertisements are also designed to fit within any budget, allowing businesses to spend as little as \$5 if they wish.

Social media advertising is a lot like fishing. While it's good to target a certain type of fish and a certain location, if are too specific with what you are trying to catch you may end up catching nothing at all. So, aim to target your message but don't be so specific that you are reaching the same person too many times and ignoring others who might consider your services.

Where you can, break your customers into smaller categories and focus a specific message for each – e.g. for busy families you might focus your message on your efficiency and minimal disruption or for house-proud customers you might focus on your attention to detail. Each message is right when it's relevant to the right customers.

2 Look to partner with other businesses

Chances are, your target audience will already be familiar with a host of other businesses in the design and paint industry, whether these

be furniture companies or fabric specialists. To ride on the back of these customer bases and reach a new audience, try to partner with other firms that offer complementary services to your business. This is a great way to collaborate on new projects, get your name out to a wider, more varied audience and forge long-lasting relationships with fellow businesses.

If you focus on interior painting, think about other projects your clients are often doing at the same time, such as homeowners who will change their curtains and their carpets as well as get a fresh paint job. If you can find others who are part of the same larger project as your business, you'll start to find others you can connect with and look for opportunities to cross promote your services to each other's clients often for no extra cost.

3 Offer impeccable customer service

In order to grow your client base, you must spend time and effort ensuring your existing customers are satisfied with your current customer service. Making sure that your current client base is happy will increase your chances of future transactions with this group. Research from Marketing Metrics shows that the probability of selling to a new prospect lies at 5-20%, while the chance of selling to an existing customer stands at 60-70%.

Doing this will also increase your positive word-of-mouth exposure. If you please one client with your stellar service and end result, chances are they'll use you again in the future and name drop your business when talking about their recent work – thus increasing publicity.

Encourage happy customers to leave testimonials for you on your Google business page or other review sites, or even just supply you with a quote you can use on your website or in your marketing.

And remember, people are more likely to tell twice as many people about a bad customer experience than a good interaction, so the more good experiences you provide the more that they will help to make up for the times when things don't go according to plan.



Catch you next month!

TwoCan, Editor.

