Day to Day System for your design business!

Let's break down the day-to-day system for “Client Acquisition and Retention” in your faux finishing business:

1. Client Consultations

   - \*\*Daily Task\*\*: Schedule and conduct client consultations.

   - \*\*Purpose\*\*: Understand the client's needs, assess the project, project site and provide an estimate.

   - \*\*Steps\*\*:

     - Respond promptly to inquiries (phone calls, emails, or website inquiries).

     - Set up appointments for in-person or virtual consultations.

     - Visit the client's space to discuss their vision, color preferences, and desired finishes.

     - Take detailed notes, pictures, videos and measurements.

     - Provide a clear estimate, including project details, labor, and timeline.

2. Follow-Up and Proposal Preparation

   - \*\*Daily Task\*\*: Prepare and send project proposals.

   - \*\*Purpose\*\*: Formalize the project details and pricing.

   - \*\*Steps\*\*:

     - Compile the information gathered during the consultation.

     - Create a detailed proposal that outlines the scope of work, techniques to be used, and total cost.

     - Include terms and conditions, payment schedule, and estimated project duration.

     - Email or deliver the proposal to the client.

3. Client Communication

   - \*\*Daily Task\*\*: Maintain regular communication with existing clients.

   - \*\*Purpose\*\*: Build trust, address concerns, and keep clients informed.

   - \*\*Steps\*\*:

     - Send progress updates via email or phone.

     - Be responsive to client inquiries.

     - Discuss any changes or adjustments to the project.

     - Provide samples or mock-ups to client.

4. Project Execution

   - \*\*Daily Task\*\*: Work on ongoing projects.

   - \*\*Purpose\*\*: Deliver high-quality faux finishes.

   - \*\*Steps\*\*:

     - Follow the project timeline and milestones.

     - Execute the chosen faux finishing techniques (e.g., Venetian plaster, stenciling, glazing).

     - Pay attention to detail and craftsmanship.

     - Maintain a clean and organized workspace.

5.  Client Satisfaction Check-Ins

   - \*\*Daily Task\*\*: Check in with clients during and after project completion.

   - \*\*Purpose\*\*: Ensure client satisfaction and address any issues promptly.

   - \*\*Steps\*\*:

     - Ask clients for feedback during the project.

     - Address any concerns or adjustments immediately.

     - After completion, follow up to ensure they are happy with the results.

     - Request testimonials or reviews for your portfolio.

6. Networking and Relationship Building

   - \*\*Daily Task\*\*: Connect with potential clients and industry professionals.

   - \*\*Purpose\*\*: Expand your network and generate referrals.

   - \*\*Steps\*\*:

     - Attend industry events, trade shows, and local business gatherings.

     - Introduce yourself to interior designers, real estate agents, and contractors.

     - Share your portfolio and business cards.

     - Follow up with new contacts via email or social media.

7. Database Management

   - \*\*Daily Task\*\*: Organize and maintain client records.

   - \*\*Purpose\*\*: Efficiently manage client information.

   - \*\*Steps\*\*:

     - Use a customer relationship management (CRM) system or a simple spreadsheet.

     - Record client details (contact information, project history, preferences).

     - Set reminders for follow-ups, birthdays, or project anniversaries.

Remember, building strong client relationships is essential for repeat business and positive word-of-mouth referrals. Treat each client interaction as an opportunity to showcase your professionalism and expertise.