

## How To Upsell Your Client

As a faux finisher, you can upsell your clients by offering them additional services that complement the decorative painting you are already doing in their home. Being knowledgeable about the techniques you offer, and your services can increase your income 40%. Once you are on the project in full work mode, is when clients are most likely to add additional work.

Here are some tips to help you upsell your clients:

1. **Offer a variety of finishes:** You can offer a range of finishes that complement the decorative painting you are already doing. For example, if you are doing Venetian plaster, you can offer other finishes such as metallics, textured plasters, or stenciled finishes.
2. **Showcase your portfolio:** Displaying your previous work can help your clients visualize the possibilities and inspire them to opt for additional services. Tip: Keep your portfolio on site, and make sure it's filled with sellable finishes for your current project.
3. **Provide samples:** Providing samples of different finishes can help your clients make an informed decision about what they want. Make additional samples showing upgraded options in your clients color palette.
4. **Offer package deals:** Offering package deals for multiple services can incentivize clients to opt for additional services.

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5. **Educate your clients:** Educating your clients about the benefits of different finishes and how they can complement their existing decor can help them make an informed decision. Example: Offer Venetian Plaster in warmer climates.
  
6. **Be transparent about pricing:** Being transparent about pricing can help build trust with your clients and encourage them to opt for additional services. Don't add or increase your prices once you've submitted an invoice. Wait for the upsell, to make additional income.
  
7. **Follow up with clients:** Following up with clients after the project is complete can help build long-term relationships and encourage repeat business. Sending a thank you gift is always nice. People remember the unexpected.
  
8. **Offer a free consultation:** Offering a free consultation can help you understand your client's needs and suggest additional services that complement their existing decor. If you are in their space working, always offering pricing for additional work.
  
9. **Create a sense of urgency:** Creating a sense of urgency can encourage clients to opt for additional services. For example, you can offer a discount for a limited time or offer a package deal that expires soon. You can also encourage additional while you are there onsite working, because once you leave you will be booked and unable to schedule in the near future.

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10. **Provide a detailed quote:** Providing a detailed quote that includes the cost of additional services can help clients make an informed decision.
  
11. **Collaborate with other professionals:** Collaborating with other professionals such as interior designers, architects, or contractors can help you expand your network and offer additional services to your clients.
  
12. **Offer maintenance services:** Offering maintenance services such as touch-ups or cleaning can help you build long-term relationships with your clients and encourage repeat business.
  
13. **Stay up-to-date with trends:** Staying up-to-date with the latest trends in decorative painting can help you offer new and innovative services to your clients.
  
14. **Provide excellent customer service:** Providing excellent customer service can help build trust with your clients and encourage them to opt for additional services.