

Improve Your Window Film Business Before Growing It

By Andy Mastroianni

When asked, most window film dealers want to grow their businesses. The word '*most*' is used because some dealers actually don't really want to grow their businesses, at least not to any significant extent. That is unfortunate but understandable. But for those dealers that do want to grow, there is something important to consider.

Plan toward improving your window film business first. Turning your attention and resources in that direction can bring better results, and growth is one of them. Here are points to think about...

The first rule is to avoid a common and mistaken path. Owners too often assume improvement means efficiency. That limited thinking really reduces quality in your results for customers.

As a different approach, target being effective. Efficiency is good but it is too easy to sacrifice quality to achieve it. When that happens, you can frustrate customers and never know it. Being effective combines quality and efficiency, if planned well.

Once you aim toward improvement, the next step is to examine fundamental areas of your film business. That means just some of the following...

- How do we get more good leads instead of just more leads?
- How do we make proposals better to help win customers?
- How do we make our presentations better to build trust in customers?
- Can we communicate better with customers during the entire engagement process?
- Can we do a better job of showing our appreciation to customers?
- Can we schedule better and get projects completed sooner?
- How can we better service our internal customers (employees)?
- How can we improve our training?
- And countless more areas to examine.

These are questions to improve, not just to grow. If you can just be successful at one or any combination of these issues, you will likely grow naturally by default.

Additionally, research shows that employees will embrace improvement much better than growth. That's because it is too easy for employees to think growth initiatives only help the owners financially and there's really little gain for them.

But when owners drive improvement initiatives, employees can embrace those concepts and efforts much more easily. They see themselves included in the benefits.

Finally, improvement helps a critical result...profitability. Improvement increases productivity, customer satisfaction, and better overall results. That translates into greater profits.

So, concentrate on improving your window film organization before you focus solely on growing it. More and easier growth can evolve.

My best,
Andy

Andy Mastroianni is a national and international consultant for some 30 years in 65 different markets. Window film has been one of his major areas of focus for over 20 of those years. Please call him at 281-856-9504 or email him at andymastro@visconservices.com.