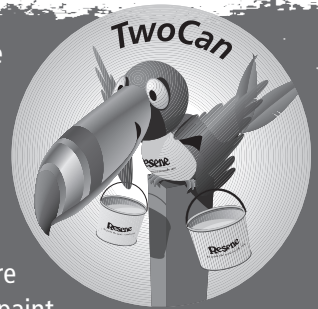


“ When you go to a restaurant they often offer you ‘extra bits’ – perhaps an upgrade in the drinks, veges on the side or something that you might not have spotted on the menu yourself. For most of us, when the restaurant staff suggest these things we welcome the suggestions, even though they add to the price, because they help making the dining experience so much better. The same logic can be applied to decorating projects – if you’re visiting a client who has a project that needs doing, think about offering a product upgrade to customers who may not be aware there are other options – think standard colour vs the extra benefits of a CoolColour. When you paint one area inevitably it makes an adjacent area look more tired... consider asking or offering to quote for an extra room, paths, doors or whatever will help bring together a project. While not every customer will opt for all the extras, most will at least appreciate you taking the time and sharing your expertise. Put yourself in the customer’s shoes – what would you want someone to suggest to you if this was your project?... ”



Clean up about the place

We all know you know how to paint and that we have lots of paint products, but did you know all about the cleaning options too?

Over the years we have introduced a number of products to deal with the everyday queries from customers trying to remediate surfaces or ready them for painting, or even just to give them a quick refresh to keep them looking good for longer.

The most popular ones to head out the door are:



Resene Moss & Mould Killer – no great surprises on what this does! While it’s tempting to just paint straight over mould it will grow through the new paint. You need to treat it first, then paint.



Resene Paint Prep and Housewash – a quick cleaner to use before you paint or for a six or twelve monthly exterior wash of a home or building. Gives an instantly cleaner finish.

Resene Timber and Deck Wash – with a good scrub and a rinse, this cleaning product will help you remove all the gunk off timber ready for a fresh coat. It’s ideal for bare or weathered timber, such as stained decks, fences and weatherboards. You’ll be amazed how much gunk will come off a timber surface.

If you’re not in a hurry, then **Resene Deep Clean** will also clean surfaces – simply spray on and leave it and nature to do its job. Over time it will help to clean off lichen and moss. It’s ideal for exterior surfaces from driveways and paths to decks and fences.



For the more specialised areas we also have **Resene Roof and Metal Wash** – pretty obvious from the name what this is for. Most popular use is, of course, on roofs.

Resene Heavy Duty Paint Prep and Oil Remover – this one is designed for the hard to move marks, such as on garage floors and driveways.

Then there is **Resene Emulsifiable Solvent Cleaner** – you might not have come across this one, but it’s handy for cleaning off smoke staining... from cigarettes but also from fires.



And a brand new one for the list is **Resene Bio-Cleaner**... a general cleaner that has Environmental Choice approval, ideal for use on projects where the client prefers only Environmental Choice products to be used.

Resene Bio-Cleaner is a quick and easy way to clean surfaces ready for painting or use annually to give homes and buildings a fresh look by washing away dirt and contaminants that may be present. Formulated with eugenol, the active ingredient in clove oil, which helps to inhibit mould and fungal regrowth.

And don’t forget interiors too... **Resene Interior Paintwork Cleaner** can help interior painted surfaces look good for longer too.

Make sure you keep copies of the Resene Caring for your paint finish brochure handy to give to your customers, so that they can take care of their paintwork properly to keep your handiwork looking as good as the day it was painted... plus reduce the need to call you back because they got overzealous with the cleaning! You can get free copies from your Resene ColorShop or order free online www.resene.com/tradeorder.





From sunshine to showers

It's that time of year where one day it's hot and you could do with some **Resene Hot Weather Additive**, the next day there are light showers and **Resene Umbrella Additive** would be just the trick and it's not too far away from those chilly days when you might need **Resene**



Wintergrade Additive to help keep you painting in the cold.

If you haven't already we recommend allocating a space in your van for each of these additives so you can grab and use them to suit the weather conditions. They can easily pay for themselves with the time you can save using them to extend your painting window, protecting your finish against the weather and helping you get a quality finish first time around.



3 common cash flow problems for painters

As a small business, staying financially afloat can be a tricky task for many. Looking to Australian stats, small businesses have the lowest survival rate (56 per cent), according to the Australian Bureau of Statistics, with experts blaming poor cash flow management as an overriding issue.

And while many businesses go through cash flow headaches at some stage, if money issues continuously rear their head, it may be a sign that cash flow is a weakness in your business that needs fixing.

Thankfully, there are a range of strategies businesses can adopt to get out of financial hardship and make positive, long-lasting changes to future finances too.

If you're experiencing cash flow problems as a small business, there's no need to let them weigh you down. Instead check you're on top of these three common problems...

1 Being too lenient with credit

Unfortunately, there is such a thing as being too generous – especially when it involves your time and income. While you may be happy to give a degree of credit to clients – especially those with more prestige – giving such credit for too long can cause financial downfalls.

Leaving a client in control of when you'll get paid leaves small businesses sweating and vulnerable to debt. This is because it has a domino effect when it comes to paying suppliers and staff. If invoices are overdue, businesses may not have enough capital to pay bills, leaving them to fish into their own funds to cover costs.

How to fix the problem

Having a strict payment plan in place from the get-go helps clients and customers understand exactly what is expected of them, and when. You may still like to include a degree of credit but it's important to stick to your own guidelines to avoid getting taken for a ride. Another way to secure payment is to request an upfront deposit. This can be larger depending on the scale of the job and encourages clients to complete payment once the job is finished.

Ultimately, it's important to remember that clients won't feel a rapid sense of urgency to pay you if they haven't got an invoice in front of them. So, be sure to prioritise sending invoices to avoid falling behind on payments.

Agreeing on payment plans with clients is crucial for consistent cash flow.

2 Not meeting the demands of growth

While growth within a small business is exciting and commendable, sometimes it sneaks up unexpectedly, leaving owners unsure how best to tackle such big changes. Without the right guidance, growth can cause costly damages to a business. For example, owners may **hire more employees** than are actually needed to satisfy growth demand, which

may be more than you can afford. Alternatively, while selling more is great, your service and product quality may slip, in turn damaging your reputation and causing you to have multiple call backs that suck up time and money, meaning your business falls back rather than moves forward.

How to fix the problem

Leaving a comfort zone to meet demands can be a scary thing, but it's something that must be done if small businesses want to increase their chance of survival and avoid being a negative statistic.

Thankfully, business plans are a great tool to help make this possible. This crucial document lets you lay out your objectives, time frames and the steps that must be taken in order to reach goals. It should also include a plan for expansion, which may include funding strategies, hiring of employees and increasing marketing. It's a fantastic reference to cross check and ensure you're on the right track to meet your planned out demands instead of drowning.

If you don't feel comfortable drafting your own, there are expert advisers who can help create an achievable business plan for you and your company.

Creating a coherent and realistic business plan is vital to meet the demands of growth.

3 Having disorganised books

After busy days dealing with customers and planning big projects, keeping organised and up-to-date books is often the last thing on a small business operator's mind. Being busy is understandable, but pushing records to the back of the pile can cause huge problems for cash flow.

Forgetting about invoices is just one example. Invoices are crucial to give you an understanding of who owes what and when. Without them, you simply **won't get paid**, so make sure they don't get left in a pile buried among other paperwork.

How to fix the problem

If you feel confident dealing with the bookkeeping of your business, make a real effort to put time aside to manage the various paperwork that comes in and out. This will prevent documents such as invoices being passed from person to person, allowing things to remain organised and recorded. However, if it's a process you don't have time for or don't fully understand, it's worth hiring an accountant to keep on top of finances. This person will be able to guide you through what is going on so that you understand your cash flow a lot better.

Read more handy trade tips on our trade blog online www.resene.com/tradeblog.



Catch you next month!

TwoCan, Editor.

