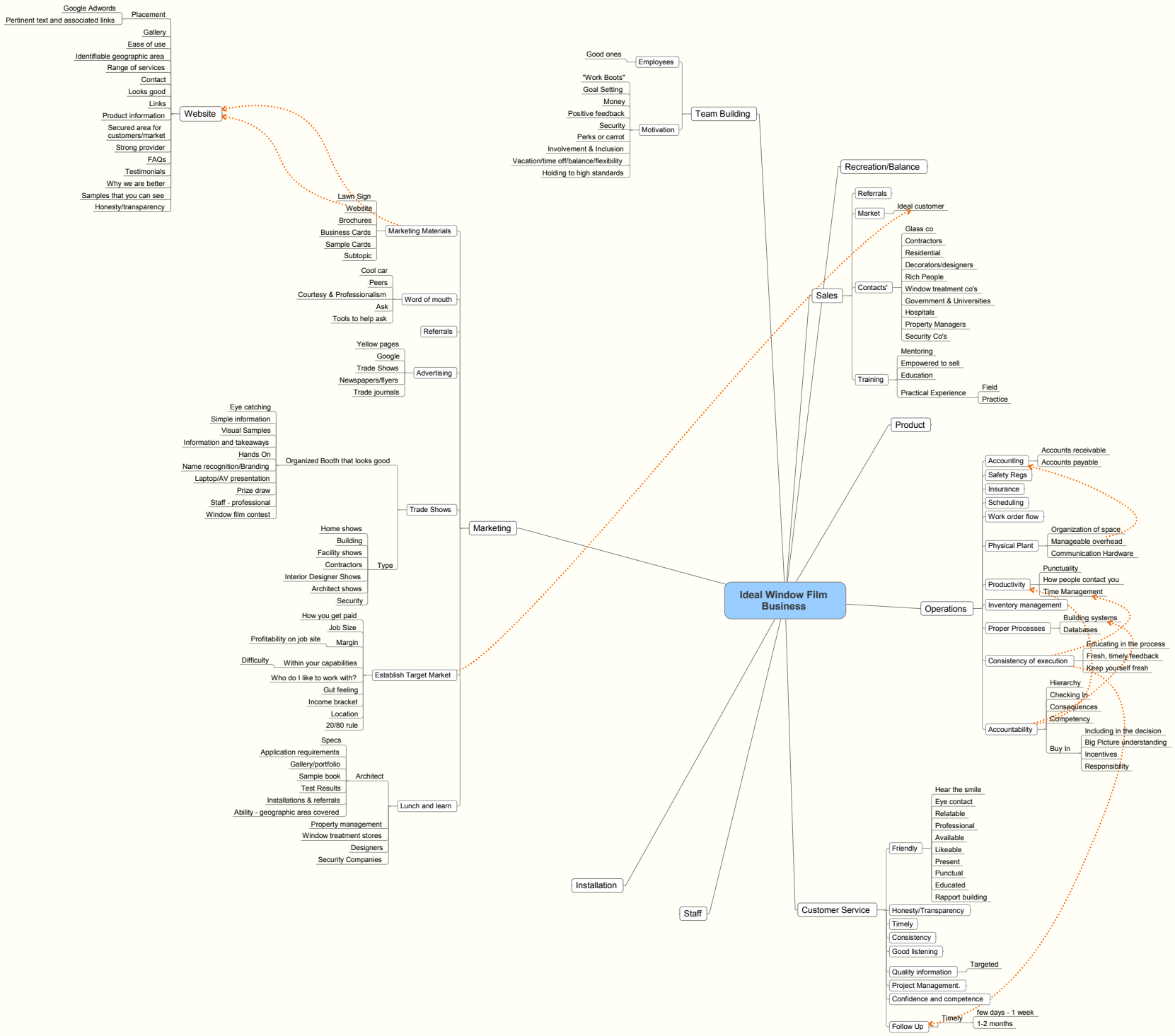
Ideal Window Film Business
Marketing
Website
Placement
Google Adwords
Pertinent text and associated links
Gallery
Ease of use
Identifiable geographic area
Range of services
Contact
Looks good
Links
Product information
Secured area for customers/market
Strong provider
FAQs
Testimonials
Why we are better
Samples that you can see
Honesty/transparency
Marketing Materials
Lawn Sign
Website
Brochures
Business Cards
Sample Cards
Subtopic
Word of mouth
Cool car
Peers
Courtesy & Professionalism
Ask
Tools to help ask
Referrals
Advertising
Yellow pages
Google
Trade Shows
Newspapers/flyers
Trade journals
Trade Shows
Organized Booth that looks good
Eye catching
Simple information
Visual Samples
Information and takeaways
Hands On
Name recognition/Branding
Laptop/AV presentation
Prize draw
Staff - professional
Window film contest
Type
Home shows
Building
Facility shows
Contractors
Interior Designer Shows
Architect shows
Security
Establish Target Market
How you get paid
Job Size
Margin
Profitability on job site
Within your capabilities
Difficulty
Who do I like to work with?
Gut feeling
Income bracket
Location
20/80 rule
Lunch and learn
Architect
Specs
Application requirements
Gallery/portfolio
Sample book
Test Results
Installations & referrals
Ability - geographic area covered
Property management
Window treatment stores
Designers
Security Companies
Installation
Staff
Customer Service
Friendly
Hear the smile
Eye contact
Relatable
Professional
Available
Likeable
Present
Punctual
Educated
Rapport building
Honesty/Transparency
Timely
Consistency
Good listening
Quality information
Targeted
Project Management.
Confidence and competence
Follow Up
Timely
few days - 1 week
1-2 months
Operations
Inventory management
Proper Processes
Building systems
Databases
Consistency of execution
Educating in the process
Fresh, timely feedback
Keep yourself fresh
Accountability
Hierarchy
Checking In
Consequences
Competency
Buy In
Including in the decision
Big Picture understanding
Incentives
Responsibility
Productivity
Punctuality
How people contact you
Time Management
Accounting
Accounts receivable
Accounts payable
Safety Regs
Insurance
Scheduling
Work order flow
Physical Plant
Organization of space
Manageable overhead
Communication Hardware
Product
Sales
Referrals
Market
Ideal customer
Contacts'
Glass co
Contractors
Residential
Decorators/designers
Rich People
Window treatment co's
Government & Universities
Hospitals
Property Managers
Security Co's
Training
Mentoring
Empowered to sell
Education
Practical Experience
Field
Practice
Recreation/Balance
Team Building
Employees
Good ones
Motivation
"Work Boots"
Goal Setting
Money
Positive feedback
Security
Perks or carrot
Involvement & Inclusion
Vacation/time off/balance/flexibility
Holding to high standards