

# TIPS TO GENERATE WORK



The following is a list of ways you can generate work without reverting to paying for leads.

- **Erect site signs.** Promote your business by erecting your company name, logo and contact number.
- **Full uniform, full complement of stationery, business cards, full sign written trailer and/or vehicle.** This is the most important issue of all and the best way to generate additional work. If you don't come across as professional you will lose work.
- **Contact your regular Earthmover.** These businesses generate a great deal of work and you should be doing reciprocal work.
- **Register for work at APC.** Register for free leads nominating where you want to work and what type of work you would like referred. APC have more good quality and fully qualified leads to pass out. More than they can handle!
- **Contact your local Sand, Soil and Gravel store.** A business you already shop with. Offer reciprocal work and also ask to leave your business cards on their front counter. Keep an eye on these, since they can "go missing"?
- **Contact local Real Estate Agents.** Get to know the Property Managers that operate the rental properties. They are always looking for RELIABLE tradespeople.
- **Follow up your quotes.** Following up your quotes will improve your conversion rate and ultimately reduce your time out quoting.
- **Leave Business Cards with your customers.** At least three cards per customer. No point in doing a great job if you can't benefit directly from referrals generated by your own good workmanship and service.

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- **Canvas for work in your area.** Drop a business card or an advertising flier into each adjoining neighbour of the job you are at.
- **Sell extra's on your existing work.** By generating additional work, this increases the average dollar value of each job. This means you require fewer leads to keep you busy.
- **Network with APC.** Get to know the local APC store managers. Loyalty promotes rapport between your local APC store and its managers. Communication between you and APC store managers creates work for you.
- **Park and attend your trailer or work vehicle at a busy area within your area.** An area such as shopping centres, markets and sporting venues. Make sure you have plenty of cards on hand and are presented in full uniform.
- **Sponsorship of local clubs.** Local sporting clubs are a haven for work referrals for your business.
- **Ask your customers for a referral.** Word of mouth advertising is very powerful. Ask customers to refer you to their friends and work colleagues.
- **Create a social media page.** Creating a Facebook or Instagram page for your business is one of the most cost-effective ways of creating new work. Social media can showcase your most recent jobs and allows your customers to post referrals.