

How to Sell More Kitchens

(or bathrooms, laundries & more)





A modern kitchen interior featuring white cabinetry, a dark countertop, and a wooden floor. A white door is visible on the left, and a small fruit basket sits on the counter. The lighting is bright and even.

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There's no question that the cabinetmaking industry is a competitive beast, with the end customer becoming more and more price driven as well as having greater knowledge about the options that are available to them. This perhaps is exacerbated by the advent of mass produced flat packed cabinets and reality TV shows that oversimplify the skill and expertise needed to complete a cabinetry project.

So how do you overcome this hurdle and sell more kitchens (or bathrooms, laundries & more), without cutting your final price down to the barest of margins?

This guide is your tried and tested plan for converting your potential client into a paying, happy and referring customer.



Step 1: **Create a point of difference**

With a sea of cabinet makers out there all vying for the same prospective customer, setting yourself apart by offering something different or unique is a sure-fire way to grab your audience's attention. Often trying to be the best at everything instead equates to spreading yourself too thin and never doing one thing really well. Perhaps you have had a number of clients who have requested country look kitchens, and the resulting feedback has been overwhelmingly positive. Or maybe your most well received creations have been minimalist, sleek and stylish kitchens. Why not leverage off this and create a niche in the market, elevating yourself to your potential customer as being on the leading edge for this particular thing.

Step 2:

Value adding

Although price is a large determination for the customer giving the nod to a project, for a large majority of your future clients, it isn't the be-all and end-all. Often, particularly for the female customers, the overall journey and experience contribute a significant percentage of the value that makes up the composition of the final price.

Here's a few sure-fire ways of adding value for your client without taking a chunk out of your final margin.

- **Project management**

Perhaps you are really great at project management, with attention to detail and continual communication with your client throughout the project. Use this to your advantage and highlight to your customer the benefit of getting their next kitchen through you. Your customer is going to feel at ease and well informed through the whole process thanks to you being a project management superstar. Customers love to know that you're in this together, so free flowing communication is a must.

- **Timeliness**

Another common gripe with customers, regardless of which type of tradesperson they are dealing with, is that too often they're left waiting for extended periods of time to receive quotations, for the project to commence and for the project to be completed. Prompt time frames is another way to easily add value for your customers, without really adding any cost to you.

- **Give something tangible**

It's great to talk about all the wonderful things that you can do for your client, but the best way to leave a lasting impression is to give your customer something to touch, feel and look at. Think along the lines of product brochures and colour samples – things that don't cost you a cent but are valuable research materials for your customer. It's items like this where the adage 'One man's trash is another man's treasure' really rings true.

To further expand on this step, think about how you can add value for your customer by writing down as many things you can for these 3 categories:

1. Your strengths,
2. Things your customers frequently commend you on, and
3. Things your customers frequently enquire about.

If you can, get someone else to do this for you as well – it may be a past client, colleague or friend. Once you have your lists, go through and pick a few of the items that you think you can easily articulate to your client and convert them into articles of value for them.

Intrinsic value is something of subjective perception, so it is important to consider what your client is really looking for. Most of all, don't forget the key takeaway of this step: the value of your service encompasses a whole of range things including the experience and journey, and whilst price is a factor it is not conclusive. This point pervades the remainder of the steps detailed herein, so keep this in the back of your mind as you read on.



Step 3:

Give a high quality presentation of your design to your potential customer

This is without a doubt the most important step to get right, so read this three times and think about what you need to do to enact this within your business.

Now you may be thinking 'wait a minute, surely some pretty pictures aren't going to sell a job to a client'. The aim of the following section is to give you a fresh perspective and hopefully change your thinking on this matter.

You take pride in finishing your client's project with quality, precision and to a standard that is testament to your ability. You wouldn't leave your client with a kitchen that wasn't up to standards, so why would you show them a drawing that was incomplete (only a 2D line drawing) or even sub-par in comparison to the quality of drawings that your competition are offering up?

So, if you place all this importance on getting the end product right, then why not also place the same emphasis on creating a high quality presentation for the design of the project that your future client wants completed?

With technology rapidly evolving, it is becoming increasingly more accessible and affordable to buy a quality 3D design software. Furthermore, as your clients become more educated on the availability of this technology, demand for photorealistic images of kitchen designs over traditional plans is beginning to skyrocket. So the first thing you need to do to start enacting this step is to invest in some good quality 3D design software.

'A picture is worth a thousand words'

No doubt you've heard this before - and it certainly rings true in the kitchen sales game. At this stage you've got one shot to impress your client and convince them that you're the right person for the job, so make sure your picture is saying all the right things to your client.

The crux of this step ties back to step 2, as your effort spent to ensure your customer receives a high quality presentation contributes to the overall value that they are receiving by using your services.

So how exactly do you create a high quality presentation?

1. Start by documenting your customers needs, wants and desires during your meetings with them. There's no point going off on tangents creating amazing designs that do not meet what the customer is looking for. Remember, it is more important what the customer wants, and not what you think they should want.
2. Using the detailed notes you've created above, create your design using a 3D design program, such as KD Max. Create yourself a checklist of the 'must haves' and ensure that you've covered all of these off in your design.
3. Produce various 3D rendered images of different angles of the final design including any colour variations you need your customer to consider, as well as the accompanying 2D plans and elevations.
4. Create a Virtual Reality scene from your design. This is really the next big thing in kitchen design presentation and something that very few businesses currently offer to their potential customer. What better way to sell a job than to be able to place a VR headset on your client, sending them into a virtual room that has their new kitchen in it? The beauty of Virtual Reality produced out of KD Max, is that it is viewable on any device – so you can send it to your client as a QR code for them to scan on their mobile or tablet, or email them a link to look at it on their desktop computer. The options are limitless.
5. Print your designs off in high resolution on thick glossy paper. Again, it's about perception and value. Ask yourself - what is your client going to appreciate more: a colour picture printed off on an old inkjet printer on fragile normal paper, or if presented an image printed in high res and on quality paper? There is no comparisons. If you don't have a printer capable of producing really nice pictures, then utilise services of businesses who print to order. You've gone to the effort to create a great design, so you need to ensure it looks as good as it possibly can for your customer.
6. Have some A4 presentation folders custom made with your logo and a place to put your business card so that your client doesn't have pieces of paper flying everywhere. Finish off your presentation by being able to hand over the folder containing everything your client needs to consider before approving the job.

Right, so you're all prepped and ready to present your masterpiece and win the job. Use this opportunity to take your customer on a journey, going above and beyond to ensure that you exceed any of their expectations. Here is how you can create maximum impact with the materials that you have created:

- Start with showing your line drawings – most of your client's will rarely give two hoots about these, but it's a good way to 'warm them up', This is a good chance for your customer to see the bones of what is behind their project.
- Next, bring out your glossy, photorealistic 3D images that you've had printed. This may encompass a range of different angles or show different colours and products that the client was contemplating.
- Lastly, finish with Virtual Reality to really knock their socks off. Watch your client beaming from ear to ear as they look around eagerly inside their new kitchen.



I'm sure you've seen this type of approach before, where the salesperson incrementally gives more and more value all the while the customer increasingly realises what a good deal they are getting. Yes, the "But wait there is more!" approach clearly highlights each part of your presentation to ensure maximum effect on your customer.

This holistic approach in covering all bases and using the best technology available to you is sure to wow your client. For one particular Melbourne based Kitchen sales business, 80% of the time they present a well thought out design and incorporate a presentation as outlined above, they turn a prospect into a fully-fledged, paying customer. Now that's bound to get you excited about improving your presentations.



Step 4:

Hold on tight to your intellectual property (your designs)

You've invested your time, skill and expertise into producing a design for your client, so why would you let your customer walk out the door with it? Too often we hear from our clients that they are quoting on a job that another cabinet maker has already drawn up. That's like spending a tough night slaving over a hot barbecue cooking up a feast for your mates, then your neighbours coming over, grabbing the tray of meat and dishing it up to your mates and taking all the accolades of your hard work. You're not going to let that happen, are you?

Too often the reservation that exists within the industry is the thought that charging for your time & drawings is going to scare off your future customers? Wrong. If you can show the value that you are providing them with your consultation and design services, then they will be happy to cough up some cash in the interim.



So what's the best way to do that? Market it – It's really just another one of your product offerings. The marketing copy almost writes itself: 'Get your XYZ Cabinets comprehensive design & quotation pack, includes Virtual Reality immersion in your next kitchen (or bathroom, laundry etc), photo-realistic glossy 3D images, plans & elevations for you to keep all for \$(name your amount here).' Yep that's right, your customer gets to keep the lot, regardless if they go ahead with the job or not. They've paid for your services, now in the next step we are going to show you how to ensure that your customer does not go off shopping around your design elsewhere.



Step 5:

Offer rebates on customers who accept your job after seeing the design

You've now initiated a transactional relationship between yourself and your customer – they've exchanged \$\$ in return for your seriously impressive designs and your razor sharp presentation skills. The next step is to further monetise your relationship by converting your design into a sale.

Plain and simple, the best way to do this is by offering your customer a rebate on the quoted price of the job equaling the amount they paid for your whizz-bang presentation. While this might seem counterproductive (we've heard people say 'well why not just do free drawings in the first place?'), the value you have created through your high quality presentation has also allowed you to bump up the price of your final quote – sometimes by as much as 20%.

To show how the implementation of a rebate won't be detrimental to your business:

OPTION 1	\$	OPTION 2	\$
2 hours spent quick sketching plans & quoting (no software)	\$200	3 hours spent creating high quality 3D renders, VR scenes, plans & quoting	\$300
Time & materials	\$6,000	Time & materials	\$6,000
Final job quote	\$10,000	Final job quote	\$11,500
Profit	\$3,800	Rebate	\$400
		Profit	\$4,800

Even without considering the design fee your client has paid you (you could charge \$200 and offer a \$400 rebate on the job – how good value is that?), the implementation of a high quality design presentation with an accompanying rebate will enable you to guarantee more jobs, while also returning yourself a better margin.

Step 6:

Promote your work and offerings via social media

You may or may not have a showroom set up for your clients to see. It's great if you do, but not critical if you don't. The advent and prominence of social media means that your potential customer is often more likely to come across your business (or examples of your work that you've done for other clients) while they are scrolling through their social feeds on their phone.

When was the last time you actually picked up one of those yellow printed directories to search for a business? Can't remember? Well chances are your prospects aren't doing it either. Enter Facebook. This social media platform is fast becoming the go-to option for your potential customers as a way to scope you/ your business/ your work out before they even consider picking up the phone or stepping foot into your actual showroom (if you have one). Think of it as your 'Virtual Showroom'.



The beauty of Facebook is that it is free, simple to use, and as you are probably aware, it's everywhere. Like absolutely everywhere. If the users of Facebook were a single country, it would be the most populous country in the world, with over 1.94 billion monthly active users. Furthermore, if you don't have a website and still want a relatively low maintenance online presence, then Facebook is perfect.

Let's look at two options for using Social Media to help you sell more kitchens:

OPTION 1

Post 'shareable' content, for example past client testimonials. Do you have a client that is elated with the way their project has turned out? A short and simple post describing (and showing images) of the project undertaken is a great way to show your potential customers just what you can do to transform the look of their space.

Furthermore, because your client is likely to be pretty proud of it as well, the potential for new business through organic (non paid) views of your post created through shares, likes and comments is significant. This is one way that social media can be similar to word of mouth referrals, but on steroids.

OPTION 2

Use the powerful, yet simple advert manager feature to target your business to exactly the customer you are hoping to get in front of. Unlike traditional forms of advertising, Facebook allows you to specifically select the type of person who gets to see your advert, including categories like gender, occupation, location, interests, age groups and many more. So if you know that a high percentage of your customers are middle-aged women from a certain area, then you have the ability to make sure that only these people are seeing information about your business.

If you don't have an online presence in at least one form of social media, it is really time to consider doing it.



Step 7:

Stay current with trends and product offerings

It's what your clients are doing – so why wouldn't you also? Knowing exactly what your customer is talking about and being able to produce examples and engage in conversation on new trends is a sure-fire way to create a positive connection with your customer. It also elevates you into a position of authority for being the go-to person for what's hot in kitchens at the moment. Position yourself as the expert whom your client can go to for consultation. Build yourself up as a valuable and trusted source of information. Notice how this again reinforces the value adding described in point 2.

A few ideas to help you keep on top of trends & product offerings is to follow blogs & Facebook pages, go to industry nights, read home living magazines that showcase new bathrooms and kitchens & create your own inspiration boards on Pinterest.



Step 8:

Create a sense of certainty

Last but not least, always conclude your meeting with a client by setting up the next meeting, or by giving instructions as to the next steps they need to take before you can start on creating the kitchen of their dreams. Not only does this leave your client with a sense of certainty, but also creates an underlying commitment for both parties and sets the pathway to moving forward – a critical step in securing the job.



What does this all mean?

To summarise, there is no single outright solution that is instantly going to result in a significant increase in your sales, but rather it is a combination of a number of strategies that enhance your business in the eyes of your consumer. Each one of these steps that you can implement is a movement in the right direction for helping to close more sales and for the overall increase in value of your business.



VALUE – whether it be perceived or real, is a key determinant in your consumer's decision making process. Likewise, it should also be important for you. If you think that a potential job is going to devalue your work, or maybe the customer is trying to grind you down to the bone trying to get it at the cheapest price, then sometimes it is best to walk away from a sale rather than let it devalue your skills and resources.



Why choose KD Max?

Close more sales

Kitchens and bathrooms are a major investment – and people want to know exactly what they're getting. Use KD Max to create hyper-realistic 3D images of your designs that make it easier to close the sale.

Ease your workload

KD Max is easy to use. Once you've drawn the floor plans, walls and windows, you can select all the other elements from the extensive product library at the click of a button, so you can produce realistic designs much better.

Use for other projects

You can use KD Max to draw other rooms and areas in your clients' homes, such as laundries, home entertainment units and offices. The possibilities are endless.

Add ons

- Australian libraries
- VR
- iMeasure



Call **03 5254 3274** for more information about how KD Max can help you sell more kitchens, bathrooms, laundries and more.

KD Max software pack includes the following:

- 1x Flash disk for software installation
- 1x Dongle (the most important item which you should use to start the software every time)
- 2x Lanyards for flash disk and dongle
- 1x User manual
- 1x Installation guide
- 1x Registry card