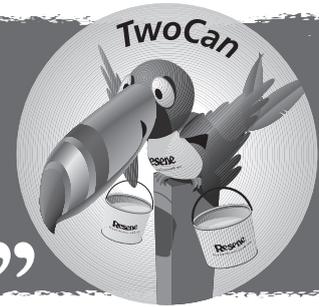


“ The forecast is looking... colourful! With fresh colours coming into the new The Range fandeck, fresh trends and decorating ideas and the Resene Total Colour Awards, it feels a little like living in a rainbow. Many customers spend hours, days and months thinking about their colour choices and only a minute or two about their paint choice. Yet we all know that choosing the right paint for the right job is key to that carefully chosen colour looking good for longer. Take the time to let customers know why you are recommending the finishes you are. This will help them appreciate your expertise, the quality of the job when it's finished and the care and attention you are putting into providing them a finish that will look good for longer... ”



Colourful times ahead

It feels like just yesterday we released the last fashion colour fandeck, and now we're up to the latest one – **The Range** fashion colours 20 fandeck with colours designed for 2019/2020 and beyond.

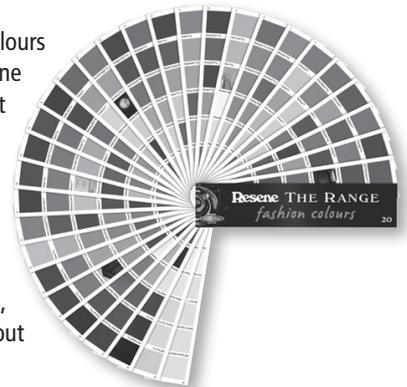
The new collection includes over 90 new colours, as well as a selection of favourite Resene colours, whites and neutrals, and a page of popular Resene wood stain finishes to make it easy to choose everything from one chart.

The Resene top 12 was such a popular addition to the last fandeck, we have brought it back for this new fandeck. This is designed to make it easy for you and your clients to choose their favourite fashion colours

and then complement them with popular neutrals for trim, joinery and ceiling areas.

The new **The Range** fashion colours collection is being released to Resene ColorShops and resellers. Check out the latest colour options so you're ready to go when your clients start choosing their favourites from this new chart.

And for info on the latest new looks for colours and decorating, keep reading to find out more about our new handy Habitat plus!



Helping clients with colour

If there is one thing you can be sure of, it's that colour doesn't stand still. Even when you think you have seen every possible variation, there's another one right around the

corner. And if the colour doesn't change then the way you use it, and what you pair it with, does. With customers being inspired by what they see online too, the options to use colour are endless.

To help you get your customers inspired for their next project, we've created the latest Habitat plus – decorating and colour trends. It's a handy quick guide to help your customers get a taste of some of the choices available to them. You can view it online www.resene.com/habitatplus or get a free copy or two from your local Resene ColorShop to share with your customers.

Wet behind the ears... and everywhere else

When something goes wrong, it's so easy to be so focused on the issue at hand and forget about the bigger picture. When things don't go according to plan, stepping back and thinking about how to solve the problem in a different way might save you a drenching, as Rosemary tells us...

“We sent one of the guys outside to wash gear and he had dramas once he turned the hose on. He couldn't catch the hose. With heaps of pressure it was going everywhere. He was absolutely soaked and swearing at the hose. This went on for about five minutes until he managed to catch it. Anyone else would have turned the hose down, not him!! He was drenched.”



Beat the heat!

Remember when the sun gets hot, cover up exposed skin and slap on some sunscreen. Your local Resene ColorShop has pots of handy suntan lotion to give away – just ask for your free pot while stocks last. Resene also has a range of clothing from caps to t-shirts etc to keep you covered this summer. Check out the trade display at selected Resene ColorShops.

And once you've covered yourself, grab some **Resene Hot Weather Additive** for any waterborne products you are planning to apply. It will slow down the drying of the paint giving you a longer wet edge to get just the right finish.



How to deliver top customer service

Great customer service is the cornerstone of any company. Last TradeLines we covered off three areas that can make or break your customer service:

- **Fast response times**
- **Complaint management**
- **Saying thanks**

Combine these with the ideas below and you'll be well on your way to be top of your customer's recommendation list.

Share your knowledge

Every tradesperson has come across the type of customer who knows exactly what they want and how they want it – but is ultimately a little left of centre.

Perhaps they've chosen a particular paint colour, but also decided that it won't require a undercoat, or they want to use a clear finish outside that you know won't last. There will be many situations in which you simply know better thanks to your experience and knowledge of the industry. Be sure to share your knowledge and set those customers on the right path so they get the best results, as they will ultimately thank you for it.

Underpromise and overdeliver

It's one of the most beloved business tips around, but the fact is that it works.

Where you can allow extra time to finish a project when you advise your customer the likely completion date. This gives you a buffer in case something comes up that slows down the work, but lets you deliver the good news that you're finished early should everything go to plan.

Transparency

Being transparent with your customers is key to building trust and ensuring that they know what's happening every step of the way.

Whether it's the break-down of costs, trouble getting the right tools, or something else, simply explaining what's happening will help keep the client on board. Then, should something go wrong, they will be more likely to understand and be patient while the issue is resolved. Most customers know that sometimes things don't go according to plan, but if they feel like you are keeping them informed of what is happening and how the problem will be resolved, they will usually be more confident about their project because they feel like you have a handle on things.

The best thing to remember is think about how you like to be treated as a customer and then try to do the same for your customers. Even the best customer services businesses don't get it right 100% of the time, so if things do go wrong, use it as an opportunity to review how you could do things differently next time.

Colourful winners

The winners of the Resene Total Colour Awards 2018 have been announced. Congratulations to all winners and their builders and painters who made their colour choices look good on the wall, ceiling, floor and more. After all you can pick a great colour scheme, but first you need a surface to work with and then the paint needs to be applied well so that it looks great. The painters and builders who were part of the winning projects are:

- A1 Decorators
- Clive Barrington
- Darryn Stewart Painting and Decorating
- DeGeest Construction
- Del Larkin
- Dyer Decorating Ltd
- Gray's Painting and Maintenance
- Greenscene
- Hawkins Construction
- JMA Decorators
- Perfect Touch Painters
- Q Build Ltd

- Str8Up Ltd
- Switched On Property Maintenance Ltd
- The Lady Painters
- Valco Painting and Decorating Limited
- Watts & Hughes Construction
- Worthingtons Painters Ltd
- Zeal Commercial Interiors

This list includes all painters and builders credited by each of the award winners. There are no doubt many other contractors who were part of the team on these projects so congratulations to you too. We all know it takes a real team effort for projects to succeed.

Well done to all those who worked on the Freemans Bay Primary School project by RTA Studio who won the Resene Total Colour Master Nightingale Award.

See all the winners online, www.resene.com/awardwinners.



Catch you next month!

TwoCan, Editor.

