



# Choosing the Best Paint Applicator

**LESSON OBJECTIVE:** Learn the features of high-quality paint brushes and roller covers.

**ESTIMATED COMPLETION TIME:** Video is approximately 3 minutes. For a longer training session, use the additional discussion points below.

**HOW TO USE:** The lesson includes a video. Use the notes below to generate additional discussion.

**BEFORE THE VIDEO:** Remind employees of the importance of selling quality products to customers.

- Selling quality products is a demonstration of good customer service because it helps customers get the job done correctly.
- Selling quality products is one way to differentiate your store from the competition.
- Customers are usually more satisfied with a quality product.

**AFTER THE VIDEO:** Reinforce the main reasons for recommending quality paint brushes and rollers. Upselling to a better product isn't just trying to get customers to buy more expensive products. Instead, it's helping them to be more successful with the project.

- Quality applicators get the job done faster.
- Quality applicators create a finish that looks better.
- The brush or roller will last longer, if properly cared for.
- Your customers will save money in the long run.

**ADDITIONAL DISCUSSION POINTS:**

- Review the different types of brushes you have in your store. Identify your top-quality, mid-line and economy line brushes.
  - Bring some samples of high-quality and low-quality brushes so employees can see up close the features discussed in the video.
- Discuss the additional add-on sales that might come with a paint brush or roller sale:
  - Roller cage
  - Roller tray
  - Tray liners
  - Paint brush comb
  - Mineral spirits
  - Paint bucket
  - Painter's gloves
  - Drop cloth
  - Painter's tape

**ADDITIONAL TRAINING:** To learn more about the products in the paint category and how to sell them, have employees take the Paint & Decorating department in NHPA's Basic Training Course in Hardware Retailing.