

2021 COLORS OF THE YEAR

SELLING GUIDE

LESSON OBJECTIVE

Use the .PDF presentation on 2021 Colors of the Year to introduce your staff to the paint trends shaping the industry.

TIME REQUIRED

5 minutes (approximately)

HOW TO USE

This lesson includes a .PDF presentation you can distribute to employees or review in a team meeting to encourage salespeople to engage customers about the latest paint color trends.

INTRODUCTION

As DIY sales soared during the COVID-19 pandemic, paint sales were chief among the projects homeowners across North America tackled. Understanding the latest color trends from major paint manufacturers will help your team introduce paint options knowledgeably to customers and help inspired them to tackle other DIY projects. Ensuring every member of your team understands the latest color trends, even if they don't currently work directly with paint, can equip them with the knowledge to guide customers in other departments, as well.

RETAILER TIPS



Most color of the year selections come with ready-made complementary colors that are designed to best play off of the characteristics of winning color. Have these options ready for when a customer asks about the more famous shade of the year.



Trends can be fun to follow, but dig into a customer's design sense and stated goals for what they want a room or project to look like. Use this just as much as trendy colors to help customers find the best paint for them.



Colors will never look the same on a smartphone's screen as on a home's wall, nor will they look the same in your store's lighting. If a customer is having trouble making a decision, have samples ready to send home with the customer so they can see what their home will look like in the proper setting.



When customers buy paint, don't forget to suggest a suite of accessories to help make their project a success, including brushes, paint trays, painting tape, drop cloths and protective face masks.

ADDITIONAL DISCUSSION:

Discuss the types of paint projects that may have risen in popularity during COVID-19. In addition to simply wanting to renew a space, many customers were spurred to paint at-home offices and classrooms for remote work and education. When customers signal they are undertaking a project for an at-home office or classroom, remind your staff to suggest calm but vibrant colors. Matching a student's school colors is another option to boost sales.

FOR ADDITIONAL TRAINING:

Make sure all employees have completed NHPA's Basic Training Course in Selling Skills.

This course is available to NHPA Training Members. If you want to learn more about becoming an NHPA Premier Member, visit nrha.org/membership or call 800-772-4424.