

# RETAILER TIPS

Share Sales Strategies With Your Team

1

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.

2

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.

3

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.

4

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.