



Tips for Selling an Exterior Painting Project

LESSON OBJECTIVE: Review some basic product knowledge your employees can use to get ready for customers getting ready to do an exterior painting project.

ESTIMATED COMPLETION TIME: Approximately 3 minutes for the video. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: Play the video, then have a discussion time to answer questions and discuss your own product line.

SUMMARY OF POINTS FROM THE VIDEO:

- Products needed to start this project include scrapers, brushes, quality paint, quality primer for bare wood, drop clothes and caulks.
- First step is to scrape off all loose paint and then clean it with a wet rag or wash.
- Use a quality caulk to fill all cracks and holes.
- Ask customers what sheen of paint they prefer. If they are unsure, suggest a flat sheen for the walls of the house.
- It's also important to avoid direct sunlight when painting so the paint will cure correctly.
- Average coverage per gallon is 400-square-feet.
- If the customer has a lot of bare wood to cover, suggest using a separate primer.
- Suggest a lead test kit if the customer is concerned about lead paint.

FOR FURTHER DISCUSSION:

- Are there any other questions customers often ask about an exterior painting project?
- Review the particular brands of paint you carry and what are the features and benefits of each.

ADDITIONAL TRAINING: Take the Exterior Painting module of NHPA's Project PRO training series to learn more about the steps involved in exterior painting and the products typically sold with the project.