Brandon Roellchen: Embracing Modernization:
The Importance of Adapting to Changing Business Trends
Episode #225

Here are some quick suggestions on how to leverage technology for your window treatment business.

Online Presence: The first thing you want to do is check out your website and how you're doing online. Is it user-friendly and easy to navigate? Can people find what they need quickly? Your website should be modern and look good on mobile phones. Make sure it clearly tells people what you do and how to get in touch. You should also consider if customers can request quotes or set up appointments right there on your site. A well-designed and informative website makes a great first impression and helps customers find what they're looking for hassle-free.

Communication Channels: Next, how do you communicate with your customers? Do you give them options? Can they call, send an email, or chat with you online? Being quick and responsive is super important to make your customers happy. You might even think about using chatbots or automated messaging to get back to people faster.

Virtual Consultations: Since most customers might not come to your showroom, think about offering virtual consultations. You can chat with them over video calls or online meetings. It's a great way for them to tell you what they need and for you to suggest the perfect window treatments. You can use apps to show them how treatments will look in their space.

Product Selection Process: When it comes to picking out window treatments, make sure, like Brandon mentioned, that all of your samples and sample books are clean, intact and professional looking.

Quoting and Ordering Process: Getting a price and placing an order should be a breeze. Make sure your process is smooth and easy to follow and that you deliver the information timely.

Installation and After-Sales Service: Now, let's think about when it's time to put those window treatments up. Make sure your customers know what to expect during the installation. And of course, taking the installation pictures and uploading them into your customers file in your crm, like Brandon mentioned, is a time and money saver for when the repair calls do come in.

Customer Feedback and Reviews: Last but not least, don't forget to ask your customers about their experience. Getting their feedback helps you see how you're doing and where you can do better. Encourage them to leave Google reviews. Good reviews build trust and bring in new customers.