



Considering most windows are manufactured to last anywhere from 10 to 20 years, it's not likely that you'll install new windows in a client's home more than twice. That's why it's so important to find ways to remain as competitive as possible in order to ensure business growth. [Home Improvement Leads](#)

knows that staying at the vanguard is less challenging when a business owner implements these three tips for success.

Stay Informed

As the leader of your company, it's your job to know the trade better than anyone else on your team—and the only way to do that is to stay informed. Between technological advances and changes in municipal regulations, there is always something new to learn. Government websites, manufacturer's blogs, and industry conventions can be great assets in helping you stay abreast of what is on the horizon for the window industry.

Prospective clients want to know that you are an expert in your field, too. Many now spend ample time researching contractors before they even take the first step in contacting a company. Help them know exactly who you are by maintaining an active social media account and blog in addition to your firm's webpage.



Focus on HR

As any business owner knows, each employee is the face of the company when they interact with consumers. Hiring the right professionals to represent you is certainly key, but so is making sure that current employees remain dedicated to learning as much as they can. Set up monthly educational meetings for your staff and invite manufacturing representatives to come teach

your sales representatives about each of their products.

Honesty and Communication are Your Best Policies

At the end of the day, your expertise and work product speak for themselves. However, what can truly set apart one professional from the next is their honesty. Clients appreciate when you are able to tell them the truth about an installation beforehand, rather than telling them what they want to hear in a sales pitch. Explaining shortcomings in the window industry isn't a downside either. The more you can give your customer a realistic impression of what they can expect, the better.

Similarly, take the time to truly listen to a patron's wants and concerns, and repeat back exactly what you heard them say. This will mitigate problems that arise from miscommunication, saving you both time and money. Plus, your clients will be far more receptive to any suggestions you make since they will have the peace of mind that their ideas have been noted. Staying competitive in any field is always going to be challenging. But dedication to your own education, your team, and your clients will go a long way in securing your place at the top.

How to Stay at the Vanguard in the Window Replacement Industry to be Competitive

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