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TRIED & TESTED  
WAYS TO WIN  
TRADESPEOPLE'S  
TRUST



## Building better relationships with tradespeople

When you're trying to sell building products, tools or construction services to tradespeople or contractors, you not only need to reach them, but convince them to buy from you.

Your biggest challenge is getting them to trust your brand over the ones they know and love.



# 1

## Relate to their points of interest

Tradespeople tend to stick with the tools they trust. And since any change always carries risk, convincing them to try something new takes a special type of marketing.

We're always surprised by how little some companies selling to tradespeople actually know about them, and how much they underestimate their commercial instinct, sophistication and initiative.

It doesn't take much effort for you to talk to a site manager, where you can uncover their problems and priorities. You could even run a focus group for tradespeople. We check in regularly with a revolving group to see what they're thinking about.



Here are some of their key interests that you might like to focus on in your marketing:



- **SAVING TIME**  
So they can fit in more jobs



- **NO QUIBBLE GUARANTEES**  
To avoid time-consuming and costly call backs



- **QUICK DELIVERY TIMES AND BETTER AVAILABILITY**  
For efficiency, as well as access to any replacements later



- **TRAINING AND CUSTOMER SERVICE**  
For trusted help and advice



- **FINISHED QUALITY AND THE WOW FACTOR**  
When delivering work to customers



- **MORE PROFIT OPPORTUNITIES**  
Through sales or referrals from existing customers

## But you'll need to be patient!

These are just a steer towards the things that are on tradespeople's minds. A switch to your products or services won't happen overnight, but a continual drip feed of consistent messages and positive testimonials from other tradespeople will start to have an impact.



# 2

## Find smarter ways to reach them

People rarely trust what companies say at face value, and even merchants - who were once depended on for advice - are less influential today.

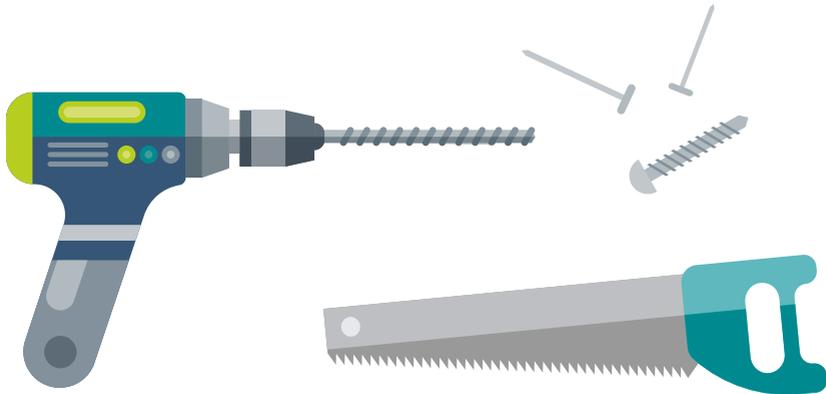
More than ever, tradespeople are turning to word of mouth opinions, feedback and peer group recommendations on YouTube, Facebook and other social channels. A growing number of tradespeople are even becoming professional influencers.

They're not like the tradespeople of old. They're shopping more like general consumers: looking things up 24/7, with high expectations and demanding accurate information.



To move with the times, you need to follow the lead of the most successful manufacturers, who are curating information online and through their social channels, hosting forums and making sure details and discussions can be found easily.

Product tests and comparisons are also very popular with tradespeople, but they need to be genuine to avoid legal challenges from competitors.



# 3

## Be found for advice and entertainment

Like the rest of us, tradespeople search for answers through Google to search for answers. And you're more likely to be found if you create and relate your content to common issues.

- **Solve their work challenges** to engage them on an emotional level rather than trying to sell something with a long list of features and benefits. Be the trusted authority they can turn to for advice, provide thought-leading articles that help them solve the problems they face, without plugging your products.
- **Show empathy through social media** with humorous and entertaining posts that show you understand their world, whether that's working in cramped conditions or scaling heights. Their challenges are diverse, and an understanding of this can go a long way, especially when positioned with helpful tips.

- **Repurpose your messages** into different types of content such as infographics, videos, quizzes and top tips lists, because everyone absorbs messages in different ways, and you want to be as inclusive as possible.
- **Try and get links and mentions** from other parties, be they journalists, trade bodies or tradespeople bloggers. Help them showcase photos of finished projects or key benefits for tradespeople, as this will be far more believable to the people you're trying to sell to.
- **Take a look at TikTok**, which is fast-growing for video sharing entertainment, with a reach that's extending beyond Generation Z to older demographics. Used well, it can capture a loyal following, and it looks likely to become a popular platform for tradespeople's banter and infotainment.

# 4

## Speak their language

It's not just what you say and where you say it. It's also how you say it. To buy from you, tradespeople have to like and trust you, just as much as they do their mate in the pub.

So get savvy on what will engage your audience and impress them, and put all your content to the test with this in mind – you could even try it out in focus groups to see what works and what doesn't.

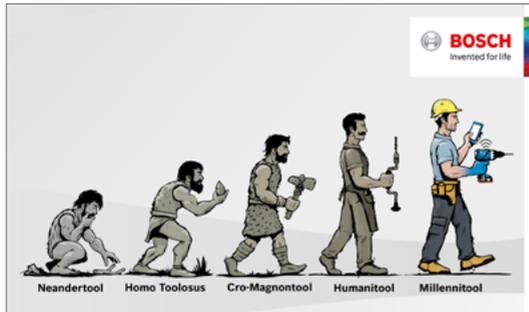
Creating likeable content is the key to success. But it doesn't all have to be fun, games and offers. Most tradespeople simply want knowledge, help and expertise – so make sure you serve this up in the most digestible way.



## Humour in action

We created the tongue in cheek Neandertool to Millenitool brand awareness campaign for Bosch Professional's 'connected tools' UK launch.

It resonated well with Bosch's target audience and gave their sales team an easy conversation starter.



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For more advice on influencing tradespeople, or for help with creative ideas like this Bosch campaign, email us on [thinking@clearb2b.com](mailto:thinking@clearb2b.com)



## Contact us

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The difference is clear thinking