

KNOW YOUR CUSTOMERS!

A guide for tradespeople - because not all clients are created equal...

✓ The Dream Team



1. The Respectful Regular

Pays on time. No drama.
Calls you every time.
Deserves a loyalty card.



2. The Quality Seeker

Says, "I want it done right"
Music to your ears.



3. The Organised Planner

Booked two weeks in advance. Has key ready.
Has tea brewing.



4. The Happy Homeowner

Excited. Friendly
Offers biscuits, 10/10,
would work for again.



The 'Not Today' Club



15. The Non-Payer

Job done, Van packed.
'Oh. I thought you'd invoice
in 90 days?'



16. The Meaner

Wall's dead straight.
Still says it's "a bit off".



17. The Mess-Mainger

You're replastering,
but they're worried
about a speck of dust



18. The Review Threatener

'If you don't drop £100.
I'll leave a 1-star.'
Clasay.

⚠ The Tricky Ones



6. The Price Chaser

'Is that your best price?'
before you've seen the job.



7. Mr. Mate's Rates

'My brother's mate can do
it cheaper!' Then why am I here?



8. The Job Exploder

"While you're here can you just...
add 7 more jobs.



9. The Ghost

Quotes vanish into the void...
until they reappear
needing it done tomorrow.



11. The DIY Disaster

They tried, it failed.
Now you're the bad guy.



12. The Youtube Expert

Watched a 3-minute video.
Now questions your 20
years of experience,



13. The Promise-Maker

'Do this cheap and I've
got loads more work for.'
Never seen again.



19. The Flipper

Needs it quick and dirty.
Just like the rest of the house.



20. The Biscuit Bringer

Tea ready, Hobnobs
loaded.