

Build Your Business by Building Relationships!



Take just 20 minutes of your time today and call 5 clients that purchased from you over the past week. The purpose of this call is to create a relationship only... with just 5 new clients. Do not try to sell them anything more at this point, unless they bring it up. I only said to call 5, so don't call more than that or your business might increase too much. Please take the time to do it right now and see the amazing results! This is one simple action that can bring you more cash and more friends! Those are two things you just can't have too much of.

First, introduce yourself and welcome them as a client. Even if you usually think of them as a customer, refer to them as a client from now on. I like the word client better because it makes people think of a long term relationship. Every single time you spend your valuable time, effort and energy to acquire a business relationship you should consider it to be a long term relationship.

I have worked with clients that sell a one time purchase product and I have found ways of referring their clients to other companies which in return, they collect a referral fee. You must not underestimate the value of your network or database of client contacts.

Next, begin to ask them about their purchase as an ice breaker. They will expect these types of questions since they just purchased from you. Make sure they are very happy with the total experience with your company from start to finish. Once you have built some rapport with them begin to ask about their personal life. Get to know them as a person.

Finish by letting them know you hope their experience with your company is always great and if you could do anything to make it better to please contact you personally. End by giving them your direct phone line and have them call you if they may ever need anything at all. Many times when I tell a client to do this they develop a bit of a twitch. Some business owners don't want to be contacted by their clients. I understand the hassle some clients can be but, don't underestimate their longterm value.

Consider this, who in your company will handle a customer service issue once it gets too big and everyone else can't help solve it. YOU! Why not have a chance to solve a few of those issues when they are still small and easy to solve. Many times when a customer service issue gets to a business owner, CEO or top executive, the customers biggest complaint is how long it's taken for them to get a solution. Plus, when an issue is solved quickly, that customer can become your best client and refer more new clients.

Your client base should be your best friends! They are the people who truly pay your paycheck and build your business. Why not connect with them and get to know them on a more human level. Once you find out how much just one very happy client can be worth to you over a lifetime and you include all the clients they refer you can't help but treat them like gold. Enjoy building some relationships!

For More Information

Go To: www.qgmnow.com