

The Payoff of Romancing Your Clients

Romancing your clients is a simple thing. You must provide a good product or service to your clients, but beyond that, it only takes a little repeated attention to stay top of mind with them. This makes it easy for them to think of you when they need your products and services or to provide you as a vendor to their friends, family or associates that need your product or service. They feel appreciated by you and want the people that are important to them to feel that same appreciation while getting your great product and service.

It takes a lot of time and resources to land a new customer. After you have expended all of the energy to get a client, it only makes sense to do the small things that are necessary to keep them as a client. According to *Warren Wechsler, Total Selling Systems*, "A current customer is nine times more likely to buy something from you than a person that has never bought from you before. Your customer already likes you and trusts you." Building a relationship and keeping a relationship can pay off with strong connections and repeat sales.

Frequent, personalized contact will make each client feel romanced. You can accomplish this with:

Candy, Flowers, Notes, Phone Calls

Candy - *This doesn't have to be actual candy, but anything that sweetens their day.*

- Send a referral their way – someone you know who needs their product or service.
- Forward articles or information that might be pertinent to their industry or current project. This can be in the form of a newsletter that you compile and send or an article cut from a publication or forwarded as an email link.
- Gifts of something they can use – free informational seminars that you provide or connect them to might be a good gift.

Flowers - *Add beauty to the lives of your clients.*

- Make sure your contact with them makes them feel that you made an extra effort to find something beautiful and share it with them. It doesn't have to cost more to add beauty to your contacts, but anything out of the ordinary gets noticed and remembered.
- Your speech. The smallest details make a big impression on your clients. Keep negative feelings and complaining out of your conversations with clients. Make sure all of your dealings are as positive as possible. *Brian Tracy* comments that when anyone asks "How is business?" You should always answer "Unbelievable!" Only you have to know if it is unbelievably good or unbelievably bad!

Notes - *Personalized, handwritten notes have tremendous power to touch emotions. This is such a simple way to stay in touch and many people hold onto a handwritten note for weeks or years. (At Profits in Progress, we can send notes on your behalf to help you romance your client without you doing the work!)*

- Recognize important dates for your client - such as a birthday or anniversary of their becoming a client
- Use a note to thank them for referrals that they send your way
- Say thank you for a new order or at the completion of a project
- Let them know you appreciate their business and are thrilled to have them as a customer

Pete Pukish, owner of Satori Martial Arts in Atlanta, sent a note with congratulations to a student on his recent promotion. The student responded back by saying in his many years of training at several schools, under multiple instructors and through many promotions, this was the first personal note of congratulations he had received from an instructor.

Phone calls - *Still a great way to share timely information or just connect for a few minutes. Don't expect a lot of phone time, just share your information and then follow up with an email.*

Relationships are built on small, repeated acts of attention and caring. Romance your clients and it will return to you in the form of repeat and referral business.