

## 10 Tips For Finding More Clients



Getting new business clients or reviving old customers is much simpler than we make it.

Most times we cannot see the wood for the trees, so here are 10 tips to bring back the basics into your business.

### 1. Tap into old business for new business

Begin to ask your existing clients for more business when they are buying from you; e.g. remind them of all the products or services you have that they might need.

Ask satisfied customers for new referrals - everyone knows people you don't know.

### 2. Pitch a stranger

Let strangers know who and what you are about. Always be prepared to showcase your company without forgetting about meeting the needs of the new prospective client.

### 3. Be direct

Don't waste time "warming up" clients. Know what you're going to say - be well-prepared. People will appreciate you are getting to the point intelligently and quickly. If you are communicating via email, make sure you get to the point sooner than later. You only have about ten seconds to get their attention and keep them reading.

### 4. Discuss your failures

What? My failures? Yes, discussing your failure actually builds credibility. Everyone makes mistakes so being able to admit your mistakes and failures shows clients you're human. Telling a client how or why you lost a customer and what you learned would be a welcome change to the norm.

### 5. Create a "loss-leader"

Creating a loss-leader helps relationships build over time. Allowing clients to get to know you through loss-leaders helps develop trust.

### 6. Get sold yourself

Visit your most successful competitors and allow them to sell you. By playing the customer you can learn what and how their approach works.

As you are being the customer, be aware of how you feel and what techniques are most effective. In the auto industry this is a common practice - buying a car or van and going over the vehicle with a fine-tooth comb results in lots of great information.

### 7. Pitch an enemy

Seek out someone who is very disagreeable and pitch to him or her. By doing this, you will find out if anything you said made a difference or if any of their negative comments had any merit.

Don't defend anything - stay detached. This exercise will show you what you or your business might be lacking.



### 8. Create an email newsletter

This is a great way to reach out to your customers on a regular basis. Develop a newsletter that "you" would look forward to receiving. Don't always be trying to sell them something, instead, give away lots of information.

### 9. Share testimonials

Ask your satisfied clients to share their experiences of your business. These testimonials also add credibility.

It's best to use the full name of the person. "JO from London" is not nearly as credible as "Jon Owens from London."

### 10. Ask questions

This cannot be emphasised enough in growing and developing a business. The act of allowing people to share their needs make them happy and lets them know you are listening.

It may seem strange, but we get so caught up in "doing" our businesses that we overlook simple strategies that are right in front of our noses. The better you take care of the client in front of you the faster your business can attract new clients and grow.

# Make Your Customers Feel They Can Always Come To You

You have spent hundreds of pounds to get that customer. They bought a product from you, but you think that the income you got from that sale is still not enough to cover your expenses.

Now, you hope that they will be a customer for life, for it is those repeat orders that will make your business profitable. But how do you retain that customer? One way to retain your customers is to make them feel that they can always come to you for questions, updates, and, especially, for problems encountered with your products.

Here are some tips to help your customers get in contact with you easily.

## 1. Have a "Contact Us" section in your web site

With all the technologies that make it easier to get in touch with one another, some customers may still find it difficult to contact you. Perhaps, they cannot find your email address or contact number in your site.

The "Contact Us" section contains your email address, contact number, and even your postal address. This section makes customers easily find how they can get in touch with you. A suggestion is to create a hyperlink to your email address. That way, the customer need not type your address if he wants to send you an email.

## 2. Have as many contact methods as possible

Do you publish only your email address? Or is the phone number you have given not a toll free number? If so, what impressions are you giving to your customers? By publishing as many contact methods as possible, you are telling your customers that you want to hear from them.

You are showing that your customers are so important that you are providing them with all the possible means to get in touch with you.



## 3. Be sure to respond to your customers quickly

Even if you put all your contact methods and customers can easily see them, you will lose customers easily if you do not respond to their queries at once. Such actions will only show you are not interested in them.

What is worse, if such communications are really complaints, then it is more important that you attend to them ASAP, putting every effort to resolve their problems quickly and successfully.

## 4. Create a customer focus group

A customer focus group can be your sounding board on what your customers want. They could give suggestions to improve, not only your products, but your service, as well. You can avoid losing customers because of bad service by getting feedback from your focus group.

However they contact you or whatever are their issues with you remember always to give your customers more than what they expect. That way, your customers will feel that you welcome them, and they will reward you with their loyalty.

## 7 Stages Of Action Based Planning

Developing and maintaining an action plan is core to your business; whether it is an overall plan or one that relates to sales, marketing, finance, operations or resourcing within your organisation.

It should be a constantly evolving document that is shared with the relevant people and monitored regularly.

It provides the stimulus for regular conversations about progress and obstacles. Most action plans are relatively short-term, but longer-term implications should also be considered.

Action planning takes a stages approach:

- Clarify goals, and ensure they are S.M.A.R.T.:
  - S - Specific
  - M - Measurable
  - A - Attainable
  - R - Realistic
  - T - Timely
- Link back to the strategy for your business
- Set criteria for success
- Prioritise
- Set timings
- Determine who will complete each action point
- Monitor the progress of the plan and review regularly



The final stage of the action plan is the implementation of measurements and controls and then reporting the results.



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