

Strategic Marketing delivers sustainable growth



HOW YOU CAN GET LOADS OF NEW CUSTOMERS FOR FREE

Getting new customers by word of mouth is the best way to get them. They cost you nothing to acquire and they come to you with a level of comfort which makes them more likely to buy and be satisfied.

So why don't you ask your customers to talk about you – to refer you to their family, friends, colleagues, suppliers, customers, employees, competitors, sports club, hobby group and church members?

If what you do is fantastic, if your product is superior, your service exemplary and you truly believe that it is in the customers best interests to choose you over your competitors – why aren't you and everyone you know shouting from the rooftops about it?

Perhaps you are not the best you can be. If that is the case then the first thing to do is get better – but that's another story - something that Better Business by Design would love to help you change. Get in touch!

If however, you are already operating an optimised business and delivering beyond client expectation then you will have no hesitation about asking your clients for referrals.

And that is the other main reason that a business doesn't get any referrals – they simply DON'T ASK!

Asking for referrals has to be an ongoing continuous process that starts from the very first time you meet a prospect and continues for the duration of your relationship.

When you meet a prospect for the first time, let them know that most of your business comes from referrals and that you expect your customers to provide them. Explain that the reason you have the resources to provide better product and service to your customers is that you don't have to spend time and money on seeking new business

Whenever your customer thanks you, praises your work, shows any sign of being pleased or appreciative of what you have done for them – you need to bank that delight and ask them for a referral. If you are fabulous at what you do, you shouldn't need to solicit praise or thanks however, if a customer comes in to pay a bill and doesn't offer up any - ask him for feedback on his dealings with you. This should encourage some praise which can then be followed with a request for referral.

Leads work best when they are warm. Ask your customer to let the person they have suggested know that you will be in touch. They will inadvertently do some of your presales work.

Always thank your client for a referral – let them know how you got on and maybe send them a thank you card or small gift

Better Business by Design has more than 50 suggestions for ways to approach collecting referrals that can easily be incorporated into your day. Call me now and I will be happy to share these with you.

Oh – and if you know anyone else who would benefit from reading this article – please let us know and we'll send it to them.....(that's a referral!)