

Your A+ Clients Generate More...

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Your A+ Clients Generate More...**

**By Joann Javons**

**Your A+ Clients Generate More... by Joann Javons**

I was waiting to pick up my car at my local auto mechanic's garage when I overheard an interesting conversation. The owner of the garage abruptly pulled a sales person aside and without realizing I was within earshot, said to the sales person:

"That woman over there is NOT one of our A+ customers! But the blonde is...take care of her."

Since I was the only blonde in the place, I was relieved to be considered the A+ customer! From that moment on, the service I received was impeccable.

Now, how did I attain that rating, A+ customer? I'm not sure I could tell you. But I can tell you that major corporations rate their customers all the time. So do small businesses.

I bet you do, too. Even if you rate your clients on an informal basis, you're doing it, in the recesses of your mind, silently. Because you KNOW who your best clients are.

The Pareto Principle operates here: 80% of your results comes from 20% of your clients. So, what makes up the top 20% of your clients, the A+ group?

Is your top 20% comprised of clients who generate the most revenue for you? Some people would say 'yes'. I don't think so.

I think results come in different forms. Revenue is one measure. There are additional measures.

I think your top 20% gives you MORE. They do more for you, assuming they meet your criteria for your ideal client.

Your ideal client represents your niche market. Once you're clear on your ideal client, you'll be able to market your services to the right people. Marketing to the right people always gives your MORE.

## Your A+ Clients Generate More...

Michael E. Gerber addresses this issue well in "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to do About It", available at Amazon.com and offline bookstores.

David Steele actually helps you work through and define your ideal client and your niche market in a practical way you can immediately apply to your practice. To define your ideal client and niche market, see his downloadable book "Build Your Practice In 90 Days" at:  
<http://www.1shoppingcart.com/app/aftrack.asp?afid=43164>

Your A+ clients, your top 20% give you MORE because they:

TALK ABOUT YOU and your services which results in:

- \*Referrals to individuals who can be new clients.

- \*Referrals to individuals they think you should know and who should know you.

- \*Referrals to associations and organizations they think you should speak to.

- \*Referrals to companies that could use your services.

and they...

TALK TO YOU ABOUT:

- \*Ideas that could benefit you.

- \*People who could help you.

- \*Resources that could benefit you.

Your top 20% are link-builders constantly linking you to others in their network and new resources.

What is that worth to you? I can't really measure it in dollars but I can measure it in the quality of those relationships. Yes, you'll find your A+ clients, your top 20%, do generate more of your revenue but they generate so much more...

And that so much more is immeasurable. It's what major corporations are after: a lifetime relationship with the customer.

While there's a direct dollar side to it, there's also an immeasurable, continuing stream of networking that opens up. A constant stream of goodwill with no price tag. What better marketing is there?

Even more is the value and joy of the friendships you develop over the years with your clients...how do you measure that? :-)

So, look at your A+ clients, the top 20% and see what you can do to feed and nourish those relationships. Give them a complimentary report, assessment, white paper, handout, ebook or other gift they would find valuable. Not just once, but as a part of your continuing relationship with them. They're worth having for a lifetime.

## **Are Your Clients Buying What You're Selling**

**By Kimberly Stevens**

Linda felt like she had reached a plateau in her cleaning business. For the past 3 years, she'd run the same ads in the same publications with the same results. She would generate enough new clients to make up for the ones she lost due to normal attrition, but she was never quite able to get beyond her mediocre success.

"I feel a little stuck," she shared in our last call. "Every time I try running another ad or sending another mailer, I only generate enough new work to make up for the additional cost I've expended. I can't hire an additional employee until I get more work, but I can't seem to get more work. I really want to make more income for myself and my family and think I could do it if I could just get some of these new marketing strategies to work out."

My next question threw her -- "What are you selling?" "What do you mean? I'm selling cleaning services," she responded. "No, what are you REALLY selling? Or look at it this way, what are your clients buying?"

It took a couple more rounds before she understood what I meant. Many service business owners run out to the marketplace without a clear understanding of what they are selling or what their clients are buying. After awhile, they start getting clients by the sheer fact that they've approached enough people to generate some interest. The problem comes once they've reached a plateau and can't seem to grow beyond it.

It's like golf. Anyone can learn to hit the ball and, if given enough strokes, get it in the hole. They can even become pretty good ... but only sometimes. The rest of the time, they are hooking or slicing uncontrollably. They never play a consistent game. The key to success in golf is technique. If you do the right things consistently, you'll play a good game every time (well, almost!).

In business, it's the same thing - you need to do the right things consistently. Almost anyone can learn how to make a sale. It might not be in record speed or at a profit, but they can make the sale. The key is in being able to generate sales consistently up to and beyond your plateau.

Linda thought she was selling cleaning services, but upon closer investigation over the next couple of weeks, she learned that her clients were buying something a lot different. Based on surveys she conducted with her current clients, she learned that they hired her because they were buying: more time to spend with their spouse & children a clean house (not actual the actual "cleaning" service) time for themselves & their personal interests stress relief for taking one thing off of their plate marital bliss (no more fighting over household responsibilities)

## Your A+ Clients Generate More...

This was a light bulb moment for her. She realized that her ads and mailers were selling a "cleaning service" when in actuality her prospects and clients wanted to buy a solution to their problems - not enough time, fights with their spouse, harried lifestyle. If she could provide the solution to just one of those pains, she would be serving her clients well.

Then quicko, chango, switcheroo - she re-focused her marketing efforts to focus on solving her prospects' problems and began targeting overworked professionals and families with children. These simple changes helped her finally grow beyond the plateau where her business had stalled.

So, ask yourself — are your clients buying what you're selling? What are you currently selling? If you contacted your clients this week, what would they say they are buying from you? Are you sure? Why not jot down a few questions that you can ask your clients during short, phone surveys this week?

Don't have enough clients to do this yet? Perhaps you can work it into your conversations with prospects? Ask them why your service does or does not sound like something that will benefit them. Yes, I know this is hard, but the answers are your ticket to faster success.

Afraid to do this? Then it's even more important! Trying to sell the wrong thing to the wrong people is just extending your learning curve and the length of your journey to sustainable success. So go for it!

Kimberly Stevens is the author of the ebook series, \*The Profitable Business Owner: A Step-by-Step System for Starting & Running a Successful Service Business\*. Download Sample Chapters & get her free MiniCourse, \*The 10 Most Common Mistakes Business Owners Make & How To Avoid Them\* at:

Are Your Clients Buying What You're Selling

The Costly Truth About Bringing New Business Into The Firm...

Traditional Legal Lead Generation Is Dead – Discover How To Increase Requests For Consultation And Retain More Clients

The Beauty of Newsletters

How to Earn More by Visualizing Your Marketing Success

KEKOE'S MULTI-REPLACE

eWhiz Ad Creator

Gate Crash into the Interior Design Industry.

Magic Subscriber – Automatically capture your visitors email address

Instant Cover Graphics!

Your A+ Clients Generate More...



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**