



Get REFERRALS from IMPRESSED Clientele

Help your Customers market your Business for you

It was just this month that I trained on this Strategy, #6 in my [7 Simple Strategies for Success](#), and, in fact, just today that I trained on the 2nd portion, being the Marketing component.

Customers buy from businesses which they

Know, Like & Trust

2 weeks ago I trained on Impressing your Customers ... helping them **Trust** you and your company.

Today I trained on the marketing component whereby we *create awareness* of our products and services. I covered numerous topics, such as

- Networking – at places such as BNI, your local Chamber of Commerce, in Associations & gatherings wherever your customers congregate, even in your own business' associations;
- Public Speaking – to your niche market;
- Strategic Alliances – with businesses who have the same niche market;
- Your Website – most businesses have one but ... how *up-to-date* is yours?
- Newsletters – Do you know ... that every one of your past customers has influence over the decisions made by up to 100 people? Are you keeping those people who **Know, Like & Trust** you and your company in-the-know with what's *new & improved* in kitchens today? Are you encouraging them to share your newsletters with those some 50 families whom they influence?

This was today's training, which also included "*selling tactic*" reminders ... such as

SELLING is **NOT** something we do **TO** people.

SELLING is something we do **FOR** people.

At the end of today's training one of my clients admitted that he's been relying totally on *word-of-mouth*, which is all he's ever had to do for 20 years. And today he's struggling in his business. His "top" client was a bully and treated my client and my client's employees terribly. Following our discussions, there was recently a parting of ways between these businesses and now he finds himself with a big hole in his sales and revenue.

Marketing is something we need to be doing all of the time. We need to create **systems for everything** in our companies, as I've discussed in previous issues. Marketing is merely one of those *things* in your company.

Referrals ... is like word-of-mouth, but not the same. When those customers who *know, like & trust* you are singing your praises to everyone who'll listen ... what if those listeners don't contact you right away? They put it off and then they see another business' marketing and they contact them? Wouldn't it be more beneficial if you could reach out to those listeners who've heard such wonderful things about you ... and then stay in touch?

WARNING: *Birds of a Feather Flock together. Hence, it's essential that you only get/use referrals from "A" and "B" customers.*

This is why it is so important, before asking our customers to help us market our businesses, to **Impress** them by ensuring our tactics are finely-tuned ... ranging from our corporate image, our marketing materials, the

cleanliness of vehicles, the condition of our shoelaces, your receptionist's telephone etiquette, punctuality and all the way to *après-sale* ... and everything in between.

I encourage every business to document, and share with everyone who interacts with your customers, your Company's **Customer Flow System**. From Step A all the way through to Step Z, when your customers are riding off into the sunset singing your praises to everyone who'll listen, you'll want to have *in writing* so that not only those employees who've been with your company for a good while and have figured all of this out, but even all of your new employees can read *and follow* your **System**.

Testimonials ... should be acquired from every single customer you've ever helped. They're used on your website, in your portfolio, in your advertising, on your flyers, mailers, hand-outs. This client, this morning, admitted that he started getting testimonials a few years ago and became "too busy" to continue to follow through. Besides, he's still never done anything with the ones he did collect. ☹ In the testimonial why not ask for Referrals? And then, should you receive some, do be sure to follow through with following up with your customers' friends ... so as to gain *their Trust*, as well.

I suspect that you have been in business for a while now, which means you have a list of customers in your database. If ever you want more sales, it's like you have a full fish-pond inside your office. Why not use it? In fact, if you go to my **home page** (www.mjInternational.com) and slide to the bottom you'll see a simple exercise I suggest every business execute whenever they are in *need* of an injection of cash into their business (using only "A" & "B" customers, of course):

"Make an Extra \$20,000 in Profit by Eating Lunch Twice Next Week"

FREE Training shows you how to correctly implement our Key Strategy #6 to boost your profits immediately. And don't worry – anyone can do this. It's simple. And you'll have fun, too!

GET STARTED NOW

Jim got *caught* in a tight spot when his niche market was dramatically affected in the '08 economic crisis. He executed this exercise ... creating a system to visit 2 past customers per day 2 days per week. After just 2 weeks, he had to scale back to visiting 1 past customer/week ... because he was connected to a good project from 3 out of every 4 past customers he visited in those first 2 weeks!!

Simple as that!

Stay tuned for ... **Strategy #7 : GET A LIFE ... outside of the Business.**
Do **what you LOVE. LOVE what you Do.**

Gene took Strategy #7 seriously. Listen to him telling you how simple it was to take his **first-ever** 2-week summer vacation **in 20 years!** You can, too, when you focus on how to **GET A LIFE ... outside of the business.**
<https://mjinternational.com/you-need-more-holidays/>



Fun Has Never Been So Profitable



As general contractor for her home, Lynne identified that while contractors are great on the tools, they struggle to balance money & time ... especially time in which to have **FUN**. As a solution Lynne created [The Trade-Contractors' Business College](#), a year-long coaching & training program for business owners in the construction industry, covering [7 Simple Strategies for Success](#) (<https://mljinternational.com/7-simple-strategies-4-success/>) which are key to every successful business.

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Contact Lynne today by voice or text at **613-484-3861**. Tell her you read this article and save 50% on a [Diagnostic Assessment](#) (<https://mljinternational.com/work-with-lynne/5-point-business-diagnostic-analysis/>) of your Business. Still comes with the **300% ROI Guarantee!**