



How To Make Your Clients Feel More Important And Special

Clients are important. We work so hard to get them. Sometimes we take our eye off the ball and we take them for granted. Do not allow yourself or your teammates to do this. Remember how hard you worked to win them over to your portfolio of accounts? A happy client will generate twice as much business for you than a new client will. And in the end, a happy client is more fun to work with than an unhappy client.

How do you create a happy client? One way is to make them feel special and important.

Here are several things you and your team can do right now to build a better relationship with your current clients;

1. Pick up the phone and ask them how they are. Don't wait for them to order something. Call them and drop them a line saying, "Hey, I was thinking about you ..."
2. When you feel compelled to converse via email. Stop. Pick up the phone and call them. Email is an efficiency tool. Picking up the phone and talking is an effectiveness tool. Learn to remember that. If you are close by, ask the person to meet face-to-face. We have been lulled into email efficiencies when many of our interactions require effectiveness.
3. Stop talking and listen. When do you feel best about someone? When they listen to you or when they are talking to you? Of course we all want to be listened to. Stop and listen to your client. They will feel better about themselves, their relationship with you and your firm. Also, you will find out things you never knew before.
4. Pay close attention. Take notes. Look into their eyes and watch them. Don't look at your watch. Don't allow your eyes to wander around the room. There is a saying that is true, "You become interesting when you become interested."



5. See each interaction as a fascinating event. Hang onto every word the client is saying. It is amazing how you begin to see the client and their environment differently and more importantly, from their perspective.
6. If the client is unhappy, listen, take notes, and tell them, "I understand. I can understand how you feel. Let me address it." The worst thing to do is to excuse it away, dismiss it, or become defensive.
7. What ever you say you will do - make sure you do it. And you committed to doing it and learn you cannot, come back and explain the reason to the client. You will be surprised how the client will understand.
8. Every once in a while, if your business is the type of business that allows this, ask the client if they can participate in focus groups, questionnaires, surveys and interviews. This places your client in the position of being viewed as an authority and expert.
9. Follow up the conversation with what the client stated. But do this in a tentative way, like, "Jim, from my notes I took, I interpreted what you requiring as ..." This way you avoid putting words in someone else's mouth and allows the other person to correct your interpretation. Most importantly it demonstrates you care and you listened.
10. Last, follow up a meeting with an email note outlining what was agreed to. You build tremendous trust by listening and demonstrating you actually did hear what the client was saying.

