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where every small business owner can achieve big business success

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Results + Retention = Referrals



So did you play dumb and dig deep last week? (You can read last week's message [here](#)).

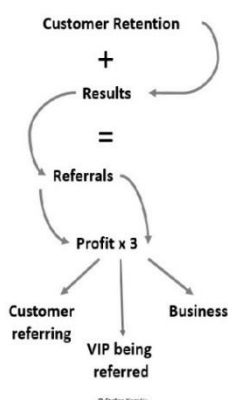
So now we have embraced a culture of curiosity, you need to consistently provide the results for which people have backed you. You need to deliver the promised result on time and on budget. It's not about your products or services but the overall outcome you provide for your clients. It's about the way you made them feel.

Getting results for your customers and clients is about doing the right thing. It's about meeting – and then exceeding – their expectations. If you do this, you will keep them for life – they won't need to go anywhere else.

And if you do this, not only will you retain your existing customers, you will attract new ones.

Chances are your delighted customers are going to talk to others who are looking for the same solution. They'll happily recommend you. Referrals come from people who were on their way to a bridge when you stepped in and guided them across yours. Once you've taken them from A to B and they are delighted on the other side, then *they* will help guide people across your bridge for you! And even better, we all trust referrals when they come from somebody we know, so we're much more likely to act on them. Can you think of *anything* better for your business than to have provided high level customer engagement that earns you the right for repeat business and a genuine introduction to trusted friends?

When your business runs like this, three people profit from every transaction. Your client is happy because you have taken them from frustration to freedom, the referred client is happy because they have been given the 'red carpet VIP treatment' because they have been referred, and you are happy because your delighted customer will come back again and again and also refer others to your business. This is the greatest business model anywhere, ever. It looks like this:



There is a distinct difference between loyalty and repeat business. Loyalty is much more valuable. Loyalty is when your customers are not swayed by cheaper, trendy or newer products. They continue doing business with you as they trust that your innovation will continuously be improved.

Loyal customers don't bother researching the competition or entertaining other options. Loyalty is not easily won; hence it takes a very committed business to build a 'customer community' that is genuinely for life. I have a friend who *always* goes to the same store when he needs new electronic gadgets. He doesn't even look anywhere else. I asked him why, and he said he has tried many different stores over the years but he had always found the

best service at this particular store, so now he doesn't even bother to shop around. How's that for customer loyalty? That's what you need to be aiming for.

To help you discover how you can build this in your business, as an exercise I strongly suggest you pick up the phone and contact 10 of your best and 10 of your perceived challenging customers and ask them to give you some brutal truth about your business and how you interact with them – don't be scared, it may not be that bad! It may not be that good either. What's critical is how you respond.

Address the concerns of your most valued customers. Then do an exercise in 'community' identification. Determine which customers you are currently serving who you wish to de-select and say 'thanks but no thanks' to. Don't act on emotion. Be brave and confirm with clarity and logic which customers you will be pruning from your customer base. Make this decision based on who you want as part of your future global business.

Be honest about communicating with your clients to help build your business as you provide them with the results they want. Ask them what you do well, what you could do better, why they came to you – anything that will help you serve them better in the future. It is a good and very reasonable conversation to be having. Many business owners don't do this because they feel they are imposing, but it's not imposing at all. It's asking them to help, and in return they'll get bigger and better service from you. If you turn your customers into raving fans they will be more than happy to have this conversation with you.

Success is not an event, it's a process and a mindset. In world-class businesses it's an ongoing process of change and evolution. Creating a big smile for your clients can only lead to results and retention, and to keep them smiling you need to keep getting better at what you do and increasing what you are offering them. If you are not going forward you are going backwards. There is no in between. Providing great service is an investment in your business that creates an ongoing cycle of further growth and provides increasing ROI for your clients.



M500 – How to Build a Referral Based Business

There are now less than two weeks to go until our M500 event on Wednesday 24 August. Have you booked your seat? If you are a business owner with a business turning over \$1M+ then this is the event for you to learn how to take your business to the next level by harnessing client referrals.

[Click to Register](#) 

ABC Tony Delroy's Nightlife Show

Next Tuesday 16 August, I will be a guest on ABC Radio Nightlife Show with Tony Delroy. We will send a reminder on Tuesday but mark it up in your diary now as we will be discussing this very topic - building a meaningful referral based business.

Have a great and action packed week.

Stefan

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