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LB's and NT's



We had a great response last week to our information about scalability. It's amazing how many of you agreed that it's really important to remember that being 'high touch' means that as your future clients work their way through your sales structure, they have regular contact with a living and breathing human being - simple really!

So if you have taken steps this week to ensure that the high touch element of your business is helping you to build your business faster to give you the outcomes you deserve – well done.

So this week during our **High Tech High Touch** month I want to talk about a strategy that I have grown very comfortable with ... a very high touch strategy, which can also be a very high tech strategy too, but one that ensures you receive honest feedback on just how your business is performing.

I'm talking about a love affair with LB's and NT's. If you are a devout and committed community builder (and if you're in business you should be...), you should embark on having an affair with LB's and NT's.

So what am I talking about? Otherwise known as always asking your customers once they have done businesses with you '...what did they Like Best about your service and what if anything can you do better Next Time...?'

There is no denying if you are receptive to open and honest on the spot feedback that this is one of the simplest yet most effective strategies to continuously be improving your customer service.

You can use this strategy both online and offline – so an online business selling products which are packaged up and delivered can have an automated reminder to follow up with the client to ask "what did they Like Best about the product and what if anything can you do better *Next Time*" ... Of course, you have to be prepared for both positive and negative feedback. But the power in the ability to ask the question and act upon the response is the key ingredient in the love affair with building a community of devoted customers.

Be brave, be bold and ask every single client next week for their LB's and NT's.

Best always

Stefan

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