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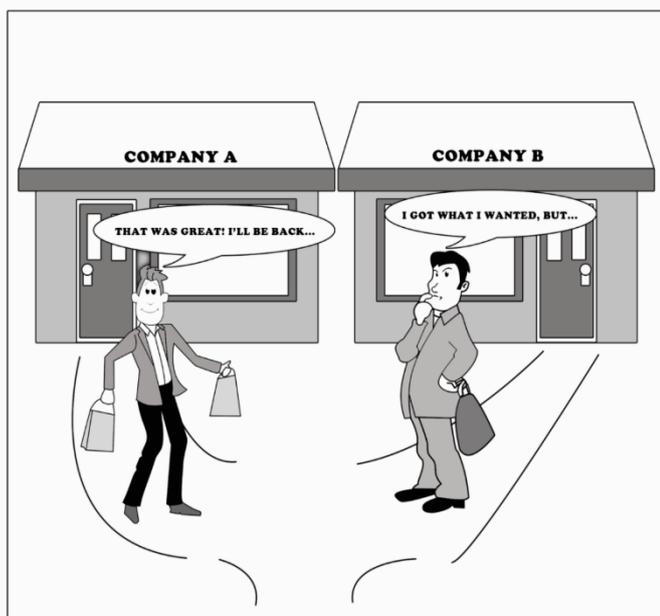
where every small business owner can achieve big business success

April 9, 2016

## Are your customers the principal partners in success?

One of the greatest challenges we face in the world today is the speed with which things get done and the lack of time to genuinely care or even do them right.

Relationships are made at lightning speed, often leading to win/lose results. In the world of business, customers are getting angry and complaining; service-providers are getting frustrated to the point that they are resenting and walking away from their businesses.



Countless small businesses promise something to their customers and then fail to deliver. We've all been there. The cause: a less than aligned team culture and inferior training that compromises employees' good intentions. Too many business owners and teams are drawn to the quick fix and the cheaper option.

They are focused on closing the sale that's in front of them, not on building a long-term relationship with a client. The lack of long-term strategy is creating long-term growth issues. Everyone is in a hurry for success and recognition. The problem is that we are not committing the time and energy to the fundamentals that ensure we are unleashing the power of our A-grade customers. The result is that over 90% of small businesses are facing a customer loyalty crisis.

So how do we unleash the power of our customers? To start with, we have to embrace ownership of the challenge and not take the position of denial that they are simply an annoyance that has to be dealt with. I'm always stunned when I hear business owners complain about having to deal with customers. If you see customers as a hassle, don't worry – very soon you won't have any left and you won't have to deal with them anymore. Won't that be great!

To unlock the vault to long-term profits you need to view customers as being your principal partners in success – because that's exactly what they are. Stop asking why ('Why aren't they doing what we want?') and start asking how ('How can we provide what they need?').



**M500 April - Wednesday 20 April**  
**Exceeding Your Customer's Expectations - within the realms of**  
**growing a successful business!**

Register today to meet two guests who understand that a culture of exceeding their customer's expectations is an investment in the long-term success of their business.

Our guest speaker this month is **John Handley**, retired Principal of **East Doncaster Secondary College**. Under his leadership, and with a brilliant team, John will share how he has led a benchmark school in the key areas of education leadership and development, financial and organisation management ensuring exceptional academia results for all students across the board.

We are also delighted to be showcasing our Champion in Business for the month **Laurie Reeves** of **Controlworks**, a man who with over 34 years of business experience still has a desire to learn more and has been a Board of Directors 12 client for just over one year. Laurie will be sharing his highlights, what it takes to put what he has learnt into practise and what it has meant for him, his family and their business.

Power to you this week!

Stefan

**Stefan Kazakis**

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