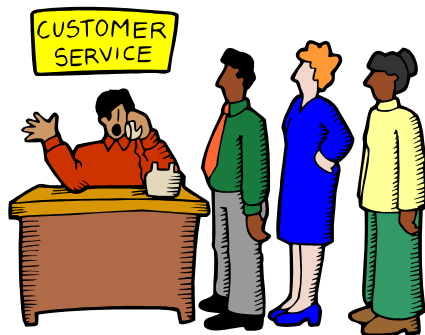


December 2007

Inspiring Your Customers

Dear Small Business Owner:

In the last 2 newsletters, we talked about inspiring yourself and your employees. Now we want to focus on whether your customers are inspired with your work enough to spread the good word about you.



In 2006, the highest percentage of money in corporate training budgets was spent on customer service training. How can it be then, that customer satisfaction ratings in the US are at miserably low levels?

This disparity does not shock most of us based on the service we often receive. We all have customer service horror stories to tell. We don't believe companies really want to provide over-the-top service to us.

We conscientious business owners want our businesses to be different in this area. To do this means we must constantly be focusing on really knowing our customers. What are your customers saying about you? If you think you know but have never asked, then you don't truly know.

Why is this information critical to know?

- You should be using this information in your marketing materials
- You can use these reasons in your discussions with the next prospect
- You want to know how to satisfy the clients you currently have
- You will know where you need to correct some of your problem areas



Why is it so critical to ask versus assuming your clients will tell you if they're not happy? Generally, when someone is dissatisfied with you, they will not voluntarily tell you. Most people avoid

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confrontation and don't realize what a service it could be to you.

The bigger problem is, they will tell others. 1 out of 3 dissatisfied clients complain to 4 others. Wow. See how that could snowball? But, most clients who are professionally asked how they believe they've been treated will be candid with you.



So, before the end of the year, I challenge you to survey your customers. Use whatever tool or process you're comfortable with, paper or web-based. But ASK.

Ask them why they like to do business with you. Ask them on what parts of the experience you could do better. Ask them what a highlight moment has been in working with you. Ask them what it would take for them to be willing to tell others about their experience with you. Because after all, isn't this your goal----to have your clients be so inspired with your work that they become your best marketing tool?

If you'd like help in creating this survey or help in applying the amazing information you'll learn from asking these honest questions, give Alpha Business Coaching a call.

Sincerely,

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