

# WHAT CLIENTS LOVE

## A Field Guide to Growing Your Business

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**MAIN IDEA**

How do you grow your business today and continue to be an ongoing success in the future? Having technical competence in what you do is an essential, but that’s merely the price of entry into the game. Every one of your genuine competitors will offer that as well. Instead, your success in business is dependant entirely on your ability to build and maintain strong customer relationships.

Accordingly, success in business requires that five key building blocks of good customer relationships be addressed effectively:

Success in Business	Building Block #1	Good planning
	Building Block #2	Clear communications
	Building Block #3	A compelling message
	Building Block #4	A reassuring brand
	Building Block #5	Caring service

More than anything else, the key to being a success in business comes down to your ability to continue to find the answer to one critical question: “What do people love?” Answer that question week after week and organize your business around providing more of what your clients love and you can’t help but be successful.

**Building Block #1 Good planning** ..... Page 2

It’s easy to assume business plans are important because they tell what to do. This is incorrect –because too many of the assumptions will ultimately turn out to be wrong. The real value of a business plan lies in the planning process. Developing a business plan forces you to look at your business, your markets and your customers.

Therefore, to succeed in business, use your business plan to teach yourself what your clients love and will pay for.

**Building Block #2 Clear communications** ..... Pages 3 - 4

As information over load becomes more and more of a pressing business issue, the simplifiers, the clarifiers and the filters come to the fore. That is, those who help customers make sense of all the options become more welcome than those who merely are trying to add yet more options to the list.

Therefore, to succeed in business by being heard, say something different, something simple and, if possible, something visual.

**Building Block #3 A compelling message** ..... Pages 4 - 5

Business today is generally conducted in a climate of FUD – fear, uncertainty and doubt. There have been so many high profile corporate breaches of trust that consumers disbelieve most of what they read. That creates a great opportunity. If you can inspire trust, you can differentiate yourself from your competitors.

To succeed in business, therefore, find ways to deliver and prove your trustworthiness.

**Building Block #4 A reassuring brand** ..... Pages 6 - 7

Today is the era of intangibles, where services have come to the fore as the key driver for creating wealth rather than products or even solutions. This is why brands have become so important. A good brand is a representation of everything you stand for that will attract clients.

To succeed in business, build your brand name and let it stand for excellence. In so doing, you automatically increase your client satisfaction levels as well.

**Building Block #5 Caring service** ..... Pages 7 - 8

Great businesses find a way to connect with their customers. This is important because while people buy products based mainly on their feelings about that product itself, they generally buy services based more on their feelings about the service provider rather than the service itself.

To succeed in business, therefore, do whatever it takes to form a close bond with your customers. Show your clients you genuinely care about their needs and they will actually respond in kind.

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