

HOW TO KEEP YOUR CLIENTS INCREASE THEIR SPEND & GENERATE REFERRALS

Your key challenges, how to overcome them and gain a competitive advantage

INTRODUCTION

Time for a reality check...

Prospecting for new clients is 'hard work'.

Your offering needs to be presented in the right way, at the right time, to the right person, with the right commercial proposition.

Many marketing and business development initiatives fail to reach their full potential because once of the above just isn't right.

You know there is a demand for your products and services, so why are new customers so tricky to pin down.

Yes. There is another way...

A 'step by step' approach which ensures your existing clients stay around longer, spend more on your services and generate highly targeted referral opportunities AND help you acquire ideal new clients.

BUT FIRST.... Lets explore where the opportunities lie...



Building Client Relationships

What does your business really need?

Your business is unique, but to succeed you need.

- ✓ Clients with a need and money to profitably pay for your service.
- ✓ High levels of client satisfaction.
- ✓ Efficient delivery in a consistent and repeatable manner.
- ✓ A cost effective way to acquire ideal clients.
- ✓ Capacity to deal with increased demand.*

Achieving sustainable growth calls for a focus on clients but many businesses fail to do so in an effective and productive manner, in particular

Persuading Clients and Others to Recommend Perfect Prospects

A business providing a good service and enjoying excellent client relationships will benefit from 'word of mouth' referrals and recommendations.

BUT

Issue #1

Most businesses receive word of mouth referrals but they have no systematic referral process. The referrals they receive are neither targeted nor scalable.

Issue #2

All businesses have dissatisfied clients...
...in most cases they don't know who their dissatisfied clients are.

*Assuming you wish to grow

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Top 5 Business Development Challenges

WHICH OF THESE APPLY TO YOU?

1

POOR LEAD QUALITY

A lack of high quality leads / introductions to people who need your service



2

GETTING TO 'YES'

It takes too long and costs too much persuading someone to say 'YES'



3

MISSED OPPORTUNITIES

Too many potentially great clients don't choose you.



4

LOSING CLIENTS

Like a leaky bucket, new clients simply replace those you lose



5

POOR INTRODUCTIONS

The quality and quantity of referred business is insufficient



5 Ways To Beat Your Competitors

RATE YOUR CURRENT PERFORMANCE

1

KNOW YOUR NICHE

How well can you and your team describe your IDEAL client?

/ 10

2

TESTIMONIALS

Can you provide evidence of high levels of client satisfaction?

/ 10

3

CASE STUDIES

Can you demonstrate how you have helped others with a similar problem?

/ 10

4

TELL YOUR STORY

Do you publish success stories highlighting your unique offering?

/ 10

5

PLAN FOR SUCCESS

Do you have a clear plan to improve client engagement and create referral opportunities?

/ 10

Whats' your score?

/ 50

Building Client Relationships

Who is the perfect prospect for your business?

How do you describe YOUR 'perfect client'?



It could be....

- ✓ They understand and need your service
- ✓ Are able to pay (based on service level)
- ✓ Are easy to attract and communicate with
- ✓ Provide recurring income
- ✓ Generate high quality referrals

“

Some of our clients are not 'ideal'. Too demanding and generating insufficient profit. If only all our clients were as good as our best clients...

”

Filling the gap and becoming referral ready

Are you Referral Ready?



Step 1: Discovery

Measure client engagement and identify opportunities



Step 2: Response

Maximise client engagement: Retention, Referrals and Cross Sales



Step 3: Clarity

Ensure focus and messaging is clear, shared and consistent



Step 4: Communication

Implement cost effective tools and systems for regular communication



Step 5: Referral Ready

Everything in place to confidently and systematically request referrals



Step 6: Opportunity

Targeting: perfect profile & need your service & warm introduction

Becoming Referral Ready: Step 1 of 6

Step 1: *Discovery*

Understand your client engagement and identify opportunities for improvement



Do you and your team know what your clients really think about your business... and what they may say to others?

Does your business...

Fail to effectively ask for, receive and respond to structured feedback

and/or

Fail to ask the right questions, in the right way, at the right time.

You need to know

1. What stands out about the service you deliver.
2. What you could do to improve client satisfaction.
3. How many clients would recommend your business to others.
4. How well clients think the service is delivered.
5. Does the business offer good value.
6. Do your clients think you are considerate and helpful.
7. How do your clients rate the quality of communications.

What do your clients say about you?



Becoming Referral Ready: Step 2 of 6

Step 2: Response

Increase Client Retention, Cross Sales and Referrals



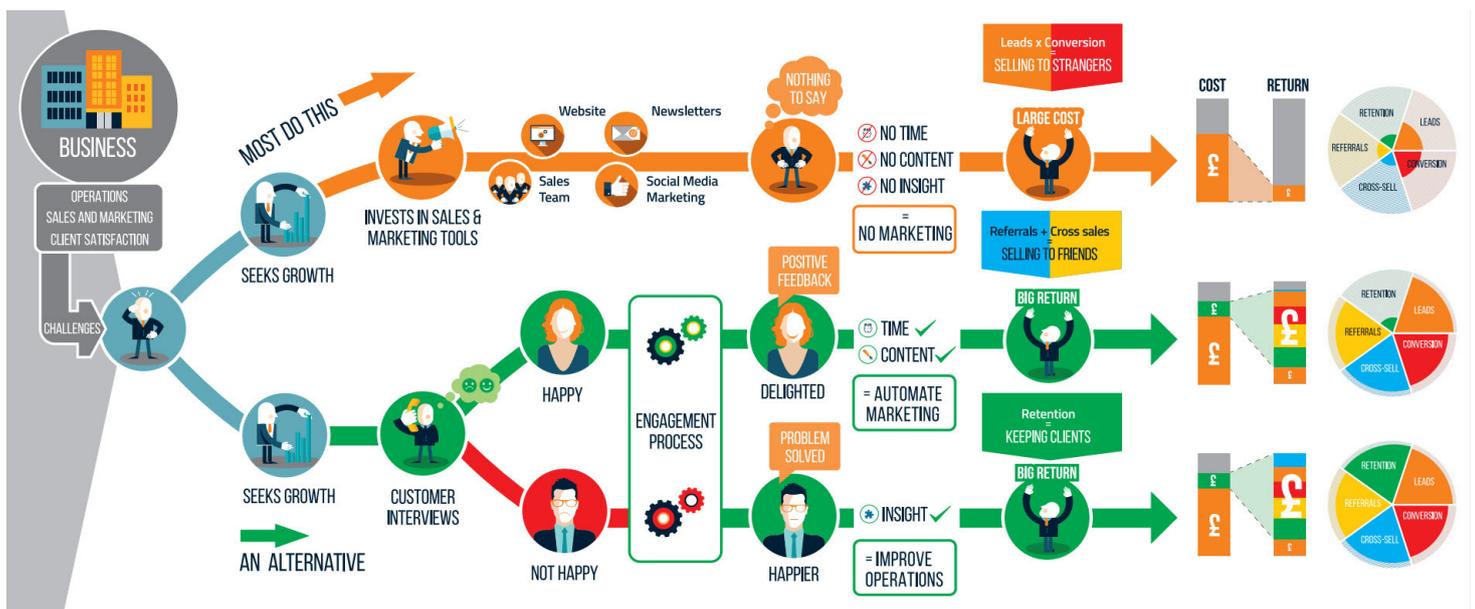
'Quick Wins'

Your client engagement process will create immediate opportunity.

Happy clients become greater advocates, are more loyal, buy more and pass more referrals.

Unhappy clients will become less unhappy, feel their issues are being addressed and retention will improve.

The Perfect Client Engagement Process



[Download this infographic of the Perfect Client Engagement Process](#)

Becoming Referral Ready: Step 3 of 6

Step 3: *Clarity*

Your core message must be clear, shared and consistent



You most likely know the:

Who

What

When

How

Of your client purchase history

But do you really know:

WHY?



How can your marketing efforts be properly targeted if you don't have a clear, shared understanding of why clients should choose to purchase and use your products and services?

To maximise referrals, it is imperative you have a clear message

Becoming Referral Ready: Step 4 of 6

Step 4: *Communication*

You need tools, systems and ongoing communication with clients and prospects



Are you certain you have

The means to **CREATE** interesting, relevant and timely information your audience will want to receive.

The means to **DISTRIBUTE** this content is a way that connects with your audience.

Testimonials & Case Studies

TESTIMONIALS with 'your reply' and **CASE STUDIES** can be used to create **NEWS ITEMS**.

Providing your business with a steady stream of highly relevant, interesting, timely 'content' to add to your website and your social media. Sending highly targeted emails to your clients and prospects becomes easy. Great 'content' for PR and viral marketing too.

EXISTING CLIENTS

Staying in touch for reassurance, improved retention, to protect price positioning, repeat purchase and to encourage referrals.

PROSPECTS

Client successes reassure and persuade potential new clients to 'cross the line' and make the first purchase decision.

Becoming Referral Ready: Step 5 of 6

Step 5: Referral Ready

Now you can establish 'Referral Partnerships'



You should have the following in place

Clarity on exactly what your clients and prospects want:

Having created a system to generate information relevant to them and their needs to maximise cross-sales, lead generation, and referrals.

An up to date list of clients and prospects:

Capturing the key information you need to automate your marketing and your communication with clients and prospects.

Videos testimonials:

Your clients will always be more convincing than you are, identify you happiest clients and capture their story on video.

Success Stories and Case Studies:

Over time, build up your library of success stories to cover each of your key products or services and the key sectors you service.

Public Relations and Online Marketing:

Your clients successes are news worthy. Use your clients to tell your story, how you have changed their lives for the better.

Website, Printed Material, and other Marketing is 'on message':

Make everything into a consistent and repeatable process to continually improve engagement and communications.

WITH ALL OF THE ABOVE IN PLACE YOUR BUSINESS IS NOW REFERRAL READY!

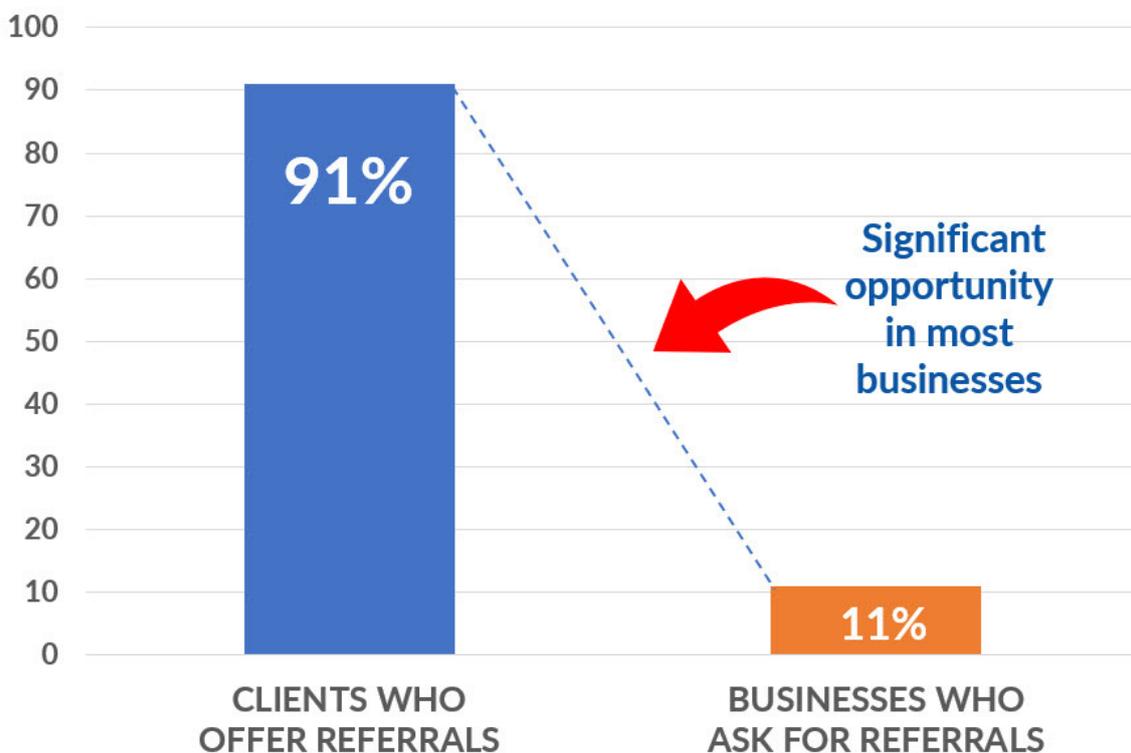
Becoming Referral Ready: Step 6 of 6

Step 6: Referral Opportunities

Creating the opportunity to ask at the right time, in the right way



Businesses asking for referrals



When asking for referrals is part of your business?

You will know **who** to ask.

You will know **when** to ask.

You will know **how** to ask.

And you will do it consistently

Customer Care Programme

Creating your client engagement plan



Opportunity Calculator

Predict the revenue and profit impact of your business development activities.

[click for more info](#)



Your Story

What are you famous for?
Clarity of your message, What, Who, Why, When, How, Where.

[click for more info](#)



Engagement Process

Your aim is to improve: lead generation, conversion, cross sales, referrals and retention.

[click for more info](#)

Enquir3 Client Engagement Audit

Improve customer retention, cross sales & referral rates

Increase lead generation and conversion rates

Measure and improve customer satisfaction



"It's independent; people are more honest which allows us to improve anything they feel is bothering them. Its allowed to re-engage with clients who could easily have gone elsewhere and there's potential to do more with them"

B2B Service Provider

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“I believe this is THE best marketing methodology on the planet”

Bob Harper, Accountant and Goal Driver

If you are fed up with a poor return from your sales and marketing efforts then reaching out to your customers is vital. Using a third party ensures you get an impartial view on what is working well and what could be improved. Plus, you pick up immediate sales opportunities.

“Revenue increases of 10, 20, 30% are often found in the existing customer base.

You just need to ask the right questions”

Ray Watson, Business Coach & Mentor

Enquir3 create opportunities for proactive business owners to keep customers longer, sell additional services, generate highly targeted referrals and significantly improve the return on all business development activities

Want a **GUARANTEED RETURN** from your marketing efforts?
Email insight@enquir3.com with 'BUSINESS REVIEW' as the subject and we will respond by return.