

Rapid Business Growth

APRIL 2021

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Motivational Quote Of The Month

"Quality is not an act, it is a habit."

Aristotle



SPECIAL EDITION

HOW TO ADDRESS AND OVERCOME THE CHALLENGES OF THE PANDEMIC

BY ANDRE LARABIE

First, I hope you and your family and friends are keeping safe and well. The pandemic has had a significant and lasting effect on many people and of course many businesses.

As most countries are now administering the vaccine, whilst Covid is here to stay, lockdowns should eventually be lifted and we can get back to normal, whatever the 'new normal' looks like'.

Whether you've got a business that's been closed due to restrictions (hotels, bars, restaurants, retail, etc.), or you've been open for business during lockdown, then what follows in this month's issue will help you overcome many of the challenges

the pandemic has brought and ensure you take full advantage now and in the future.

The fact is, and we've known this ever since we went into business in the first place, the best way to protect our businesses is what we do ourselves.

However difficult the situation, we all know it is what WE do that will make the biggest difference to how we fare in the future.

Right now, none of us has the benefit of a crystal ball and no-one knows exactly how the commercial landscape will evolve in the next few months, nor what it will look like thereafter.

What we do know is the vast majority of businesses will have

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HOW TO ADDRESS THE CHALLENGES OF THE COVID-19 VIRUS

to adapt to survive, thrive and prosper.

As in every crisis, there are some who will find their products and services in high demand (as we've all seen with Amazon, Zoom etc.) but even these will have to plan well to ensure they can maintain momentum when things return to 'normality'.

For most of us, once we understand the realities of where we stand, we will need all our collective experience, expertise and resources to help each other overcome some tough challenges.

I don't for one moment suggest I have all the answers, but I do want to do my best to help my fellow business owners so this month's issue focusses on practical ideas for the near term and the reality we all must face – that, like it or not, we will have to be creative and flexible to adapt and, in many cases, reinvent our offerings to be in a strong position now and in the future.

I can absolutely assure you that those wanting to be in a strong position now and in the future need to start to take action now. Or at the very least build upon what you've already been doing.

During this issue, I'm going to



suggest some short term low-cost strategies which hopefully you will find thought-provoking and helpful.

Now, once you have got a plan in place for these, and more, you will have the basis of your 'survive and thrive plan'.

This is vital of course, but I can't stress enough for those who want to rebuild that "standing still is not an option".

So, NOW, you absolutely need to devote quality time to what comes next. The businesses which will prosper are those preparing and implementing NOW... and being frank those with a positive outlook

will be the ones that come out the other side so much stronger, with even better businesses than they had 'pre-Covid'.

Now, we know that many business owners see "marketing" as somewhat of a 'black art' and (usually as a result of receiving poor direction) feel it is 'too expensive'...or 'not for me'.

...marketing is what drives sales. It drives sales with your existing clients, customers or patients. And it drives sales from new clients, customers or patients.

You need both your marketing and sales systems to be working hand-in-hand to ensure you generate as many leads as you can for the minimum cost and then you want to maximise sales from those leads.

Plus, let me ask you... right now what could possibly be more important than communicating with your client base, old, current and soon-to be?

Let's be crystal clear: effective marketing is simply telling your client, patient or customer base how you can help them in a clear and impactful way which makes them want to buy.

This issue is dedicated to that and more. Enjoy!

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STRATEGY 1: TRANSFORM THE RESULTS OF WHAT YOU'RE ALREADY DOING

In my experience, the quickest and least expensive way to transform results is to *review your existing marketing pieces* and improve them.

As part of my primary mentoring and coaching service (Sales Accelerator Programme), clients automatically get one of their marketing pieces assessed and transformed with my '*Scientific Marketing Makeover*' (see **Special Offer** on page 8). Even if that includes you, it's worth me taking you through a good example of what you can achieve when you take your existing marketing pieces and then apply what we call the 'CORE ELEMENTS' to them. The difference can be significant, resulting in instant improvements in leads, sales and profits, **WITHOUT** spending an extra penny! The CORE ELEMENTS are *the tactics that make marketing work*.

The letter shown on page 4 is a covering letter that was included with a luxurious brochure with over 80 pages of beautiful jewellery. Without question this brochure has cost *Boodles* thousands of dollars to create and print.

Selling fine jewellery is no different to selling insurance or accountancy services, or any other product. The key is to get the target market right first (which they've done up to a point) and then using the CORE ELEMENTS to create a marketing piece(s) that gets people to either respond or buy.

An interesting fact to remember at this point is that many marketers believe the higher up the socio-economic scale you go, the **LESS** likely people are to be

susceptible to offers. Actually, tests have proved that the opposite is true. So remember, no matter what you're selling, you must still apply everything we talk about in this newsletter!

Like I said earlier, Boodles have got the target market right up to a point (see below). I have no doubt that they target the affluent using consumer lists. Now, that alone is bound to give them some measure of success. As you know, even the worst offer to the right target market will work to a degree. But that's about as good as it gets in terms of their letter. Remember, the letter has to S-E-L-L. In this example, the letter is written to get people into their stores. So let's break it down and assess the CORE ELEMENTS to see how we can improve it...

1. TARGET MARKET

As I said earlier, they seem to have got this right. If they've done their research correctly, they'll know the exact types of people who are most likely to buy and can, of course, afford their jewellery.

However, one thing they should do is target people in close proximity to their stores. The brochure shows their stores are in London (5 stores), Chester, Manchester, Liverpool and Dublin. When using direct mail, it makes sense to only target people in and around these stores so they're not relying on the recipient making future visits to the area and then remembering to pop in. That's just too risky and a plan full of holes.

2. DIFFERENTIATOR

You could argue that Boodles' differentiator is actually contained in the

letter (our aim is to create the finest British jewellery, designed here, made here, and sold exclusively by us).

But by calling it an 'aim', that suggests they haven't got there yet. Simply changing this to 'We have created...' would add so much more power to what they're saying.

3. HEADLINE

The letter doesn't contain any headline. Putting the offer as the headline in this case would grab attention.

4. OFFER

'Next time you are near to one of our shops, please do not hesitate to call in' doesn't constitute an offer! How about a coupon good for, say, 20% off their first purchase with a deadline date of, say, 4 weeks later?

5. FEATURES Vs BENEFITS

Once again there are no benefits in the letter. Saying 'We have grown sevenfold in the last decade' just doesn't do anything for the reader. I don't care about that, but tell me why it's of benefit to me and then maybe I'll get excited.

Plus, when you say 'We go to great lengths to offer fair value (what does that mean?), train our staff, and to look after our customers', they're missing some great opportunities to explain in sizzling detail why these things are important to the reader. For example, it's so much more desirable if they say 'Our staff go through an initial 9 months' apprenticeship even before they are allowed one-to-one access to our customers and even then they are

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STRATEGY 1: TRANSFORM THE RESULTS OF WHAT YOU'RE ALREADY DOING

trained on just a few specific areas of expertise.

'That's because getting the right advice when buying your jewellery can make the difference between a great gift or one that doesn't hit the mark.' Okay it could be better, but you get the idea.

6. GUARANTEE

There's no guarantee in the letter, and like most jewellers, they'd never think of offering any type of guarantee. The fact that they produce their own jewellery gives Boodles a great opportunity to create an unbeatable guarantee that would eliminate any buyer hurdles. For example, they could offer a 10-year guarantee whereby they will repair or replace any item if it breaks, etc. This alone would be strong enough to be used as a differentiator too.

7. REASONS WHY

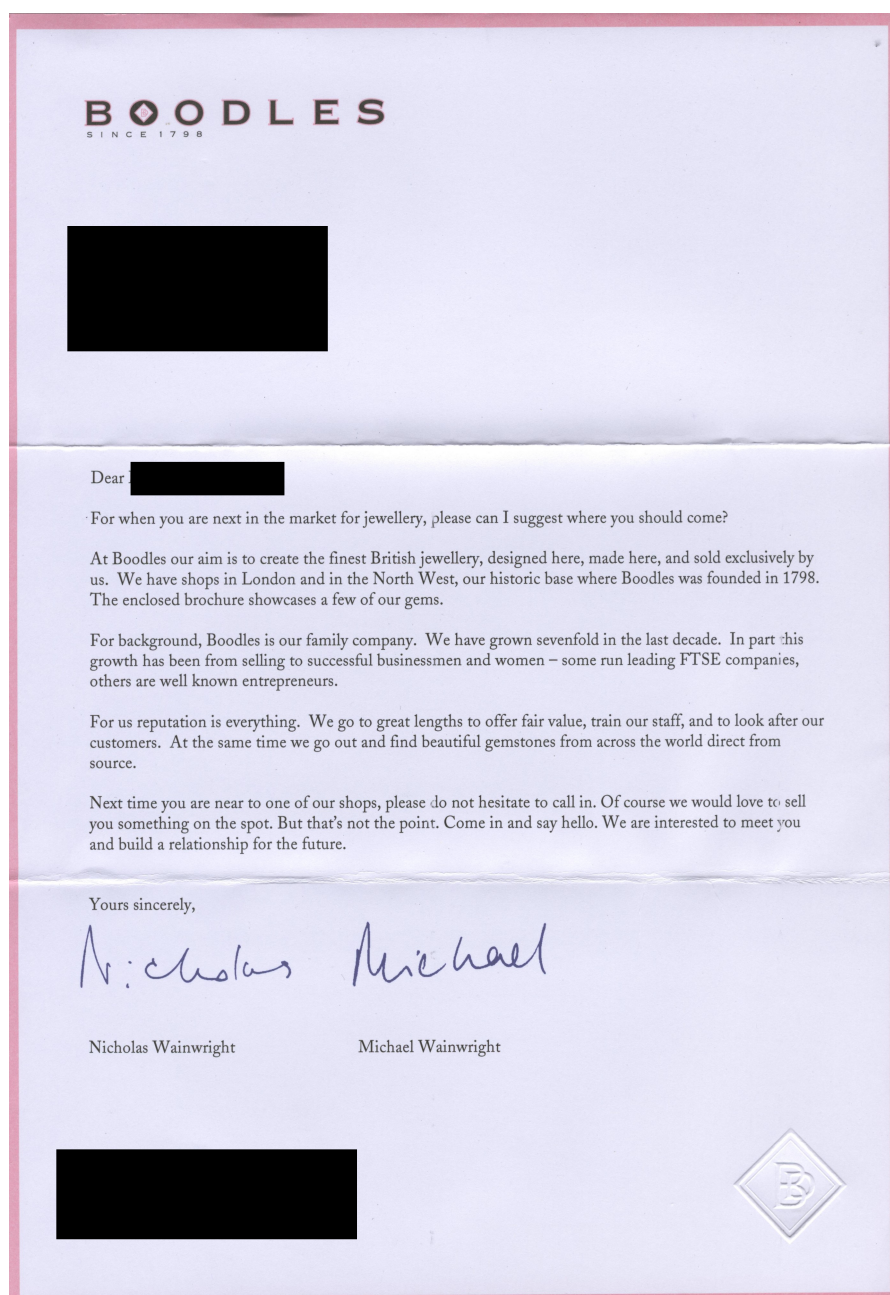
'With such a long and strong guarantee, we'd have to explain why we offer it. Again that would be easy to do and would focus on the fine quality and the fact that it was made by our own highly experienced people, etc.'

8. SOCIAL PROOF

They mention their customers are 'successful businessmen and women—some run leading FTSE companies, others are well-known entrepreneurs'. So prove it to me. Give me some testimonials.

9. CALL TO ACTION

Once again, the Call To Action is non-



A letter, like so many that doesn't include any of the Core Elements. You have it in your power to transform the fortunes of your business just by including the Core Elements in each Marketing Piece!

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STRATEGY 1: TRANSFORM THE RESULTS OF WHAT YOU'RE ALREADY DOING

existent. By far the best way to write the Call To Action is to summarize the offer and include the 'stimulator'. In other words, the offer should always include a reason to respond now.

This can be a deadline date, limited quantity, special 'early reply bonus', 'extra bonus for quick reply', and so on.

THE P.S. (Important in ALL Letters)

Also, because this is a letter it would benefit from at least one PS.

A reinforcement of the offer works well in the P.S.

Three additional points to mention...

- **RESPONSE MECHANISM:** I would always give the recipient at least two ways to respond.
- **SUB-HEADINGS:** Lead generation letters are typically only one or two pages long—but they still require sub-headings to help drive the *skim readers* back into the copy.
- **FORMATTING TECHNIQUES:** The purpose of any letter, even if being sent to thousands of people, is to communicate on a personal, one-to-one level with the recipient. Use formatting techniques to emphasize certain words or sentences and to make the letter look interesting.

Hopefully you can see, as long as you follow this simple process you can't go wrong. Go through the same process with all your marketing pieces!

THE CORE ELEMENTS

COLUMN I:
Marketing Elements

COLUMN II:
Sales Elements

DNA STRENGTH:
Each element can either be Strong (10) or Weak (0) or anything in between.

#	CORE ELEMENT	DNA PRESENT	DNA STRENGTH
1	TM	YES	3
2	D	NO	0
3	H	NO	0
4	IO	NO	0
5	FAB	NO	0
6	G	NO	0
7	RW	NO	0
8	SP	NO	0
9	CTA	YES	3
DNA Total			6
DNA %			7%

The diagram shows a 3x3 grid of boxes representing the core elements of a marketing letter. The boxes are numbered 1 through 9. Box 1 is 'TM' (Target Market), Box 2 is 'D' (Differentiator), Box 3 is 'H' (Headline), Box 4 is 'IO' (Irresistible Offer), Box 5 is 'FAB' (Features & Benefits), Box 6 is 'G' (Guarantee), Box 7 is 'RW' (Reasons Why), Box 8 is 'SP' (Social Proof), and Box 9 is 'CTA' (Call To Action). To the right of the grid is a table titled 'DNA STRENGTH' which evaluates each element as 'PRESENT' (YES) or 'NOT PRESENT' (NO) and assigns a 'DNA STRENGTH' value of 3 for 'YES' and 0 for 'NO'. The total DNA strength is 6, which is 7% of the maximum possible score of 9.

Notice how low this letter scores (the average across all the marketing pieces we evaluate is around 13%). The rule is simple: The more CORE ELEMENTS you include in your marketing piece and the better the quality of them —the greater the 'DNA Score' and the greater the success.

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STRATEGY 2: FREE INSTANT IMPACT TACTICS

What follows is a selection of tactics and strategies, I believe any business owner can apply during these challenging times. I do appreciate many businesses are in very different circumstances right now. Some are thriving (online businesses, supermarkets, convenience stores, for example). But others, such as pubs, restaurants, hotels and the like are not open for business right now (although in the UK outside meetings have just been allowed), but there are things that can be done even for businesses that have been forced to close (hopefully only for a short period of time). The opening article focussed on taking what you're currently using and improving it. What I'm targeting now is what you can implement to get MORE sales and MORE profits...

1. FOCUS ON CUSTOMERS & DO AS MUCH ONLINE AS YOU CAN

Without question, your primary focus should be on retaining what you've already got. Your existing clients, customers or patients already have a relationship with you. Your role now is to make those bonds stronger and impregnable to the competition.

If you haven't done so already, you should contact all your existing clients, customers or patients and explain what you're doing and how you can help them through these challenging times. Let them know you're there for them.



What you can do to put a 'protective shield' around your business in these challenging times!

Particular focus should be on steps you're taking to use online strategies to minimize the impact of the virus spreading. I appreciate for a normal 'bricks and mortar' business this isn't easy, but the more you can do to migrate as much of what you do online will serve you very well in the coming weeks and months.

Clearly depending on your business, it may be impossible to become an 'online business' but that's not what I'm referring to here. The more you can do to use online tactics and strategies—the better. For example, you don't necessarily have to meet people face-to-face. You can use the

likes of Skype, Zoom and GoTo Meetings to conduct perfectly effective meetings with prospects and customers, online. It's how I've operated for some time now and. I can tell you, it works well.

Your thinking shouldn't be, "that won't work for me." Rather, it should be, "how do I get this to work for me." You'll be surprised how much you can do online. There are now so many inexpensive apps and solutions to make even complex elements so much easier.

Don't be slow on this. Act now. Get a head start on the competition. It will be time well-spent, I can assure you.

2. UP-SELL AND CROSS-SELL

Much income and profit can be generated using up-sell and cross-sell.

It still surprises me how few small-and medium-sized businesses implement up-sells and cross-sells in their businesses.

To clarify... up-sell and cross-sell works at the point of purchase. They work so well because the customer has already decided to buy. They are then far more willing to buy again right there and then because of that. And that's exactly why you should be using up-sell and cross-sell.

Your goal is simple... to increase the

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STRATEGY 2: FREE INSTANT IMPACT TACTICS

PROFIT on each sale. My advice on this is to keep it simple...

Look at your top 20% of sales that bring in 80% of your profit (your numbers won't necessarily be 80-20, but they will be close).

Then take those products or services and create logical up-sells (offer more quantity) or cross-sells (offer complimentary products or services).

Then create scripts, videos or whatever you need to deliver the up-sell or cross-sell to those customers when they purchase one of your main products or services.

I promise, this is the easiest way I know to increase sales and profits for ZERO extra spend... and it works, with very little extra time and effort!

3. REFERRAL SYSTEM

Once you've got a happy customer they are far more willing to tell everyone about their experience with you. It's one of the reasons why 'review' sites such as Tripadvisor are so popular.

But what if you could harness this goodwill and convert it into more custom? Enter the '**referral system**'.

Big businesses have been using referral marketing for many a year. But few small- and medium-sized



Implementing a referral system will help you get 'free' clients, customers or patients!

businesses take advantage of this powerful tactic.

The premise is simple...

Give clients, customers or patients a way to benefit from recommending others to you... and they will tell more and more people about how great you are.

It's true, many small- and medium-sized businesses do get referrals. They get them because they DO A GOOD JOB AND DELIVER ON THEIR PROMISES. But these are what I call 'passive referrals'. The business hasn't consciously DRIVEN them.

The thing is, as long as 95% of the time (no one is perfect!) you do deliver on your promises to your clients,

customers or patients, then putting in a referral SYSTEM in place will multiply the number of referrals you get.

Key to a successful referral system is having an INCENTIVE.

It doesn't have to be a monetary incentive (although they do work best!). You need to simply match the incentive to your clients, customers or patients.

For example, this referral incentive works extremely well for accountants:

"For every client you refer that converts into a client we'll give you 10% off your annual bill."

Once you've decided on the incentive

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STRATEGY 2: FREE INSTANT IMPACT TACTICS TO INCREASE YOUR SALES AND PROFITS

then simply communicate your referral programme to your clients, customers or patients and then keep promoting it.

Put it on all your invoices.

Put it on the bottom of all your emails.

Add it to every meeting agenda.

Immerse your business in it and referrals will start to flow through your business like never before.



It's simple: the more testimonials you use... the more sales you'll get!

4. GETTING MORE TESTIMONIALS

Yes, I mentioned Testimonials earlier when we focussed on using the CORE ELEMENTS to transform your existing results. However, they are far too important not to get a special mention here.

They form part of what we call 'Social Proof' (one of the CORE ELEMENTS), however they are also what I call a '**conversion tactic**'.

In other words, they help you acquire more sales!

In my experience most small- and medium-sized businesses don't use enough customer testimonials in their marketing and as a consequence they are leaving so much money on the table.

You can of course get written and/or video testimonials. Both work well, but video testimonials are of course more powerful (and can also be transcribed).

My advice is to ask customers to give you a video testimonial using their mobile phone. You'll be surprised how

many of your customers are willing to do this for you.

It costs nothing to ask for testimonials and even one great testimonial can have a major impact on you acquiring more clients, customers or patients or selling other products and services to your existing customers.

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the months of April and May I'm offering **FREE** 'Scientific Marketing Makeovers' (normally £297) to **12 lucky businesses**.

I'll analyse your marketing piece and give you a 22-page easy-to-read report showing you EXACTLY how to optimize your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' (as mentioned earlier) making it easy for you to make instant improvements. Full details here:

<https://www.andrelarabiementor.com/smm-andre-larabie>

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STRATEGY 2: FREE INSTANT IMPACT TACTICS TO INCREASE YOUR SALES AND PROFITS

Either way, the likelihood is you're probably not using enough testimonials in your marketing. So use this time to acquire as many as you can... and then make sure you use them in all your marketing, across all your different media (online/offline etc.).

You'll be astonished at the difference it makes to your sales.

5. ADD A GUARANTEE

Another of the CORE ELEMENTS that deserve special mention here. Like Testimonials, a Guarantee is a *'conversion tactic'*.

It works so well because it puts your potential customers' mind at rest knowing you stand behind your promises.

Perhaps the best way to show you how this works is with an example from a US pest control company called 'BBBK'. As you'll see, this is an extreme example, but you'll see why it's so powerful. As a consequence of using this guarantee, BBBK have a disproportionate market share and charge 10 times more than their competition.

I've printed it here for you to see... ***what can you do to add a powerful guarantee?***

The screenshot shows the website for "BUGS" BURGER BUG KILLERS, INC., "The Original Pest Elimination Company™". The navigation bar includes links for Guarantee, About, Free Advice, Press, and Sales. A red circular badge in the top right corner says "Look for This Sign Where You Shop or Dine" and "B.B.B.K. Guaranteed". The main content area features a framed box titled "THE B.B.B.K. GUARANTEE" with the following text:

GUARANTEED PERFORMANCE

1. You do not pay our initial charges until we Totally Eliminate every roach, rat or mouse nesting on your premises.
2. If you are ever dissatisfied with our results and want to cancel our service due to a re-infestation of roaches, rats or mice, we will:
 - A. Refund up to one year's service charge and...
 - B. Pay the cost of another exterminator of your choice for up to one year.
3. Should a roach or rodent be seen by one of your guests, we will PAY THEIR BILL,* send them a letter of apology and invite them back as our guest.

At the bottom of the framed box, it says "BUGS" BURGER BUG KILLERS, INC. The Original Pest Elimination Company™. Below the framed box, the website provides the phone number "CALL 86-MY-BUGS-NOW (1-866-928-4766)" and a copyright notice: "© 2018 'Bugs' Burger Bug Killers, Inc. All Rights Reserved. creative by... doodle & code".

The 'BBBK' guarantee—resulting in huge sales and an industry-leading price point!

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STRATEGY 3: GETTING CUSTOMERS TO 'STICK' AND BUY FROM YOU AGAIN IMMEDIATELY

When a customer buys from you, what happens next? In other words, what do you do to cement the sale and encourage the customer to promptly buy from you again? Most businesses do nothing. Some may write a thank you email. Even fewer send what I call a 'Customer Welcome Letter'. Along with several other notable benefits, your Customer Welcome Letter should be written to reduce 'buyer's remorse'... and in the current challenging times, nothing is more important than acquiring, retaining and making more money from customers.

First, let me explain what 'buyer's remorse' is. I'll use a simple example to illustrate...

You are looking to buy a new car. You go to a few local garages to look at the models you like. You then test-drive a couple of your favourites.

After a few days, you decide on the type of car you want. You go back to the garage and choose from the various options available – colour, interior décor, sound system and payment terms, for example.

You finally make the decision and sign on the dotted line.

At this very point, you're delighted. You've taken the time and effort to choose the perfect car for you. It's been a tough but worthwhile process.

The salesman tells you when the car can be delivered. You shake hands and leave the garage, feeling pretty pleased with yourself.

Then, a few minutes or hours later, doubts start coming into your head. Have I chosen the right car? Will my partner like the car? Is the interior décor going to go with the car? And so on. These doubts and fears are termed 'buyer's remorse'.

Clearly, I've chosen an example which we can all relate to and I hear you say, "Well that's understandable when you buy a car. It's not like that when people buy my product or service. For starters, a car can cost from £5,000 to £300,000 – or more."

Actually, it's exactly like that!

Whether you sell direct to the consumer or to a person in a business, these very same fears and doubts occur just after the sale is made.

These fears and doubts are dependent on the cost of the product or service (i.e. they increase, the higher the price), but they exist for every product or service imaginable, irrespective of how much the business charges!

Now, I'm not saying many new customers would decide to cancel, but it happens.

Take the finance industry. For a long time now, when any type of policy is sold, there is a two-week 'cooling-off period'. This time is given in case the new customer wants to change their mind once they've had a chance to think about it (buyer's remorse) and, secondly, to prevent heavy-handed sales techniques.

It doesn't do the business any good to convert a prospect into a customer if

they don't follow through with the payment!

So, your Customer Welcome Letter should first address buyer's remorse by simply reselling the product or service and the company to the customer – reassuring them they have made a shrewd decision in choosing that product or service.

By sending a Customer Welcome Letter...

- You wipe out buyer's remorse.
- You dramatically reduce and even eliminate customers cancelling orders.
- You make the customer more receptive to the next offer.
- You develop a closer relationship with the customer.
- You get the chance to immediately up-sell or cross-sell to the customer some more expensive product or service that the business makes available exclusively to them at a preferential price, or terms, etc. – if they buy it within, let's say, 30 days of the original purchase. If you do it right, about 25% to 50% of all customers will respond and added profit will be considerable.
- You can explain the use of the product or service so it will be used more often and reordered more frequently.

Therefore, what the Customer Welcome Letter has to do, as an absolute minimum, is comfort the new customer,

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STRATEGY 3: GETTING CUSTOMERS TO 'STICK' AND BUY FROM YOU AGAIN IMMEDIATELY

reassure him or her that they've made a good decision and then tell them again why they've made the right choice.

So let's take a look at a great example that you can tailor for your own business...

Industry: Catering

The Results: This letter is sent to customers using O'Briens for the first time.

The letter solidifies the relationship and 71% of new customers place their next order within 10 days.

Why It Worked So Well:

1. The headline says it all! Thanking the customer is a forgotten courtesy these days.
2. The first sentence just reinforces the fact that the customer has chosen O'Briens for their outside catering needs.
3. These next few paragraphs outline why the customer has made a good decision and reinforces O'Briens' dedication to service.
4. End with a thank you.
5. Although a Customer Welcome Letter is used to reduce any doubts a customer, client or patient may have about their purchase, it also gives you a great opportunity to add another offer (which is an opportunity that should always be taken). The P.S. does this perfectly!

<Name & Address>

1

Thank You...

Good Morning <Name>

Thank you for your order. We are delighted you've chosen O'Briens for your catering needs.

I'd like to take this opportunity to assure you that everything we do for you will be of the highest quality. At O'Briens we don't just say these words we actually live them.

All the team at O'Briens has been through a rigorous training schedule – even our several part time people. Whether you call or come to the shop in person, you should expect to receive the warmest of welcomes and the utmost courtesy from all my team.

Our aim is to consistently surpass your highest expectations. Of course even the best make mistakes from time to time. So if you ever feel you've been let down no matter how trivial the matter may be, I really would like you to give me a call to discuss it. We can only continue to excel if our customers help us!

I've outlined the details of your order on the enclosed form. Please check it thoroughly and let us know if you want to alter anything.

We are all looking forward to working with you. Thanks again <Name> for having the confidence to use our specialist catering services.

Kind regards

Rosemary McIvor

P.S. As a special 'thank you' I'd also like to extend to you our '**Valued Customer Next Order Discount**'. If you place your next order within the next 10 days we'll give you 15% off. Please call us on <Number> to place your next order.

A PROVEN 'Customer Welcome Letter' sometimes known as a 'Stick letter' because it cements the sale!

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THE LAST WORD MAKING YOUR BEST CUSTOMERS EVEN BETTER

I think it's fair to say that we are all sometimes guilty of taking our **BEST** customers for granted. But during these challenging times, we have to work even harder to cement the relationship. Remember, your **BEST** customers are the customers, clients or patients who you profit from most, and where you have a sound relationship too.

It's a win-win relationship with your best customers. You appreciate the customer and they appreciate you. But because they don't moan... because they pay on time... because they treat you and your staff with respect... sometimes they get very little attention from you.

And, in reality, if you gave them more of yourself, more of your time, you'd end up getting more business from them. More than any other time, now is the time to really look after your best customers!

In many respects, your best customers become more vulnerable because they are such good clients. Ideally, what you need to do, figuratively speaking, is to create a concrete wall around them so no other business can get close to them.

In fairness, you do this just by being the good business you are, but that concrete wall doesn't have a roof on. You need to add a concrete roof otherwise one of your competitors could get a large ladder, scale the walls and get to them.

So how do you do that? Well, this is the best part: one key retention strategy is to make sure, twice a year, you take your top customers out for lunch (80% of your profit will come from 20% of your customers). That's all. Yes, not possible right now, but you can plan it in for later this year when everything starts to get back to 'normal' (whatever that will be). In the meantime, call them and have a quality chat over the phone or online (Skype, Zoom etc.).

In time, recognize their loyalty with lunch or dinner—not as a group of customers, but individually.

Just 'chew the fat'. You don't have to 'talk shop' (the conversation will naturally lean towards their needs and your products/services anyway). Show real interest in them, their family, their hobbies. Find out when their birthday is and the rest of their family. You're looking to create a professional bond that's as strong as super glue. And then, and only then, does your concrete roof start to take shape. Of course, it's never fully built and there's always a chance a competitor can 'break in' and steal the customer, but the closer you get to your best clients—the smaller the hole in the roof and the less chance your competitors will have. Keep safe and well and I'll 'see' you next month!

**"TRANSFORM THE RESULTS OF YOUR
MARKETING IN JUST 5 DAYS"**

Introducing the... 'SELL MORE STUFF' CHALLENGE



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE...**

Better still... you can do it **WITHOUT** spending a penny more than you're doing right now!

Get all the details here:

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