



We strive to help Business Owners, Managers, and Entrepreneurs transform their approach to business, so they can Break the Barriers and Achieve Success.

First, thank you for being here!

Are you ready to break a barrier and take a big step toward success? Let's Do it!

Your customers are the single most important element of your business. It doesn't matter if you have one or 10,000 customers, they pay the bills. It doesn't matter if you produce something you like and hope to sell to anyone, or, something everyone needs, and you can provide to all. Every other element of a business's existence comes after the establishment of customers. Without customers to sell to, you'll never make a dime.

I could spend weeks talking about customer related elements; satisfaction, service, requirements, needs, developing new, maintaining existing, relations, etcetera, and so on... It has literally been the single most constant element of my 25-year career. I've trained a couple thousand individuals in these customer elements and guided numerous businesses in all the above and many more. Through that I discovered the most beneficial and often overlooked element is being personally involved with them.

Being personally involved, as a business owner, can be accomplished in many ways but we want to single out the most effective way. And that is, to meet with them face-to-face. You can Invite them to come see you, but maximum benefit is available if you go see them. Go see your best customers!

WHY?

Though this list could be endless, these are the top 4 reasons.

1. **More Sales-** If sales need a little boost or inventory is piling up, existing customers are the best place to expend a little marketing effort. It's been proven to me time and again, that you can cultivate more sales and up-sales from existing customers than trying to find new customers to sell the same amount of product to. You have already done the hard part and convinced them to put their faith in your product. These existing customers are willing to buy and are usually very accepting of negotiations to increase volumes and lengths of contracts if suitable discounts or other benefits are offered. Although you should always be working to acquire new customers, don't overlook the value of the customers you already have.

2. **Innovation-** Innovation is stimulated by your eyes. If you are wanting to improve your product, the very best way to stimulate this innovation is seeing your product in use. Getting your mind primed on the idea of making improvements is the first step. Once you have generated a few general ideas, visiting a customer site with that purpose in mind can produce amazing results. Letting your customer know that is your purpose is usually a great idea. They may already have ideas for changes or improvements that could benefit them ready to offer. By the way, the most profitable innovations are those that help your customer do something better, faster, cheaper. Always be receptive of how to do just that. Also, the opportunity exists for the generation of a completely new idea that could produce a collaborative effort with your customer on making a whole new product- even better than the one you share now! That by itself could be an untapped gold mine.
3. **Forge lasting relationships-** You can call and e-mail all you want but nothing develops a better bond than meeting in person. Meeting eye-to-eye builds trust, and, those few minutes between business, talking about random non-work stuff like family, hobbies, and the weather, builds relationships! Find the time to build a relationship with your very best customers. This relationship could be the difference in them deciding to stay with you if there is ever a bump in the road, or glitch with your product or service. If you have made this visit and your competition has not, you'll maintain the advantage just a bit longer if you have a relationship with them. I'll repeat for clarity- There is a better chance of survival if they are a relationship rather than just a customer... and
4. **To Thanks them.** It doesn't matter how, just make sure they know you appreciate their Business. It doesn't matter if it's just a hand shake, a box of donuts, or a fine engraved crystal wall plaque. Formal or informal, do what is fitting to recognize them and the value they are to you. It will certainly solidify your relationship with them and provide incalculable worth to both of you.

Though you should make every effort to go see your best customers for these four reasons, there are a couple things to be aware of. You should be mindful of their time. Their time is valuable to them, just like your time is valuable to you. Don't waste it. Be prepared to use the time effectively. Don't overstay your welcome, if you notice the hints offer to bow out gracefully when the time comes.

If possible, pre-arrange the visit. Of course, the scope of the visit depends on what type of customer they are to you. As an individual that buys a lot from you, it can be more personal and one on one. If your customer is a larger B2B customer that uses a big volume of your product in a continuing process, scale to suit the need. Scaling to suit this need may involve bringing a team of personnel specializing in areas that can tour and engage in technical discussions related to your product in their processes with their representatives.

Having yourself or your team prepared to achieve a desired end results is very important. Plan your purpose and try to stay on track. In general, always ask open ended questions. Let them talk, you listen. Listen for the details and subtle hints that relay to you what they want, need, or can be improved upon.

Often face to face communications lead to "off the record" type conversations. Pay attention to these, as they are often very beneficial in developing a better product for them or garnering information that you would never get via an e-mail or phone call. I'm not speculating illegal, just delivered or explained in greater detail or with information they may not easily put to record.

If the conversation includes talk of competition for either of you, pay attention to who, how much, where, etc. This can often lead to discovery of new customers for your products, similar versions of your product. You may also discover you have competition you did not know of or how to ensure you don't lose out to another competitor that supplies something similar to your product.

In all cases, even for informal one-on-one customers meetings, make a note, or develop an after-action review (AAR) of what was discussed, what was promised, what happened, note any innovation or improvement ideas, and any items that need to be followed-up on. Review this information as required to get the most out of it.

And above all else, thank them for being your customer.

Now is the time to take action! Plan it. Do it. Succeed!

Plan it

Do it

Succeed

Remember, The Keys to Success are bonuses! Our professional consultations are not based on these keys alone. They may be related, but we use a separate structured approach to learning about your business and applying my team's wealth of knowledge and experience to customize your businesses path to success. Our intent is to transform your view and approach to business while giving you the advice, methods, tools, and guidance to start the transformation immediately. These Keys are additional elements that likely support your endeavor in one way or another. If you are a Breaking Barriers or Success Alliance member, feel free to download any that suit you. Please don't share with the world, remember, it's "our" system of transformation to get you on your path to sustainable success.

Please, share your success stories with us and let us know how any of the Keys to Success documents helped you make a positive change, identify a great opportunity, or make a big step toward success. That is why I do this!

Sincerely,

Charles Bailey



Chulor
Consulting