

## Marketing Strategy 77: Client Appreciation

As I'm sure you know, one of the keys to success in business is to have happy clients who use your services again and again.

In this program, you have discovered several strategies to make more money from existing clients.

In today's lesson, I want to teach you another method that is very different from all the rest.

What is it?

### **Showing your clients appreciation.**

Let me explain...

One of the most effective ways to earn brownie points with clients is to thank them for their part in your business success. People love to be acknowledged - especially in today's world where we are often treated like 'one of the crowd'.

Not only that, this method gets a lot of work. You will find that clients book cleaning sooner when they attend the dinner.

And while you will have to pay for food and drinks, the returns you get in terms of new jobs should easily dwarf that outlay.

### **How to thank clients**

One easy way to show your appreciation is to invite all your clients to a backyard BBQ.

Be clear that it is not a public thing and only they and their guests are invited.

At the BBQ it's a good idea to have games, quizzes or contests that are tied into carpet cleaning.

For example, you could have a carpet cleaning quiz that is educational but fun at the same time...

You can give the winner of the quiz a free carpet clean, a free upholstery clean, or something else of value related to your business.

### **TODAY'S TASK: Arrange A Client Appreciation BBQ**

- 1. Choose a 'holiday-type' date for your BBQ.** For example, you could have it the week before Easter or a few weeks before Christmas. Never have it on the holiday itself.
- 2. Start telling your clients about it a few months in advance.** Include details in your newsletter. Also mention it to clients after each clean.
- 3. Have all your clients RSVP.** You need to know how many people will attend so you can organise food and seating.

