

## Marketing Strategy 78: Client Dinner

One really great way to get more work and more referrals from existing clients is to help them improve their lives. This creates goodwill and a feeling of reciprocity.

Here's one way to do this...

### **The Client Dinner**

The client dinner is exactly what it sounds like: a dinner for all your existing clients.

But instead of just providing food, you also organise guest speakers to talk to your clients about topics they may be interested in.

For example, approaching tax time you might invite an accountant to speak about tax savings they can make.

Or at Easter you may invite a local dentist to discuss tips and ideas to keep teeth white, healthy and protect them from sugar in things like Chocolate Eggs.

This may sound like you are just promoting other businesses, but it actually benefits you for a number of reasons:

- First, you get to create goodwill with your clients. So the next time they need a carpet cleaner, who do you think they will choose?
- Second, clients will bring guests to the dinner. (Make it clear on the invite that guests are welcome). These guests can easily become clients.
- Third, you become a 'hero'. When a group of people sit together talking about how great you are and you show them that you 'know everyone' by inviting other experts... you get a halo in the client's eyes.

### **TODAY'S TASK: Organise A Client Dinner**

- 1. Contact local service providers.** Explain that you have a lot of good clients. Ask them if they would like the opportunity to pitch their services. Many business people will jump at that chance. You want at least two speakers in case one fails to show on the day.
- 2. Detail for the speaker why this is such a good investment for them.** Then explain the best way for them to make a special offer at the dinner. Also ask them to pitch in for the dinner costs.

- 3. Contact your existing clients and let them know about the dinner.** Tell them to RSVP before a certain date. Make a big deal about the dinner in your newsletter.
- 4. Book a nice restaurant.** Print out a schedule for everyone and enjoy the day.
- 5.** Follow up with clients afterwards to find out if they were happy and ask for feedback on how you can improve the experience next time around.

