

## Marketing Strategy 2: Clients, Not Customers

In today's lesson, I want to talk about a tiny change you need to make in order to achieve business success.

I learned this technique from a very successful US businessman and coach.

This man has helped more than 10,000 people to increase their sales by millions of dollars. And he credits this idea for a lot of his wins.

Even better, this technique costs nothing. It takes no time or effort, but it can give you a huge advantage in business.

Now that I have you excited, let me tell you how it works...

### **Clients, NOT Customers**

One of the facts of business life is that '*customers*' are considered a nuisance. They are people who buy things from you. They are never happy. They complain and waste your time.

'Clients' on the other hand are treated with respect.

They are valuable assets to your business. You care about them. You help them. Without them you would be up the creek without a paddle.

It's a strange psychological quirk for sure, but one you can take advantage of to grow your business.

How?

Simple. From now on, stop using the word 'Customer' and start using the word 'client'. It's a small thing, but it will pay huge dividends. Here's why...

Imagine a person calls you about carpet cleaning.

If you think of them as a customer, you will tell them the price of your service, when you are available, etc. They are simply a paycheck.

If you think of them as a client however, you will naturally ask what problem they need solved. You will offer them advice and guidance. You will care about the solution they want, not the money in their pocket.

This in turn will help to build a stronger, long-term relationship, which will win you more referrals, enhance your reputation and ultimately grow your business.

That's why this one-word tweak is so important.

## **TODAY'S TASK: No More Customers**

1. From now on, ban the word 'customer' in your business. Do not use it in your marketing. Do not allow your employees to use it. Never use it yourself. Start using the word 'clients' instead.
2. Tell new *clients* you'd like to send them a gift on their birthday. When they agree to receive the gift, record their birthday in your calendar and send them a handwritten card each year with an incredible discounted offer or free room clean... Make them *feel* like a client - not a customer - and invest in building longer term relationships.