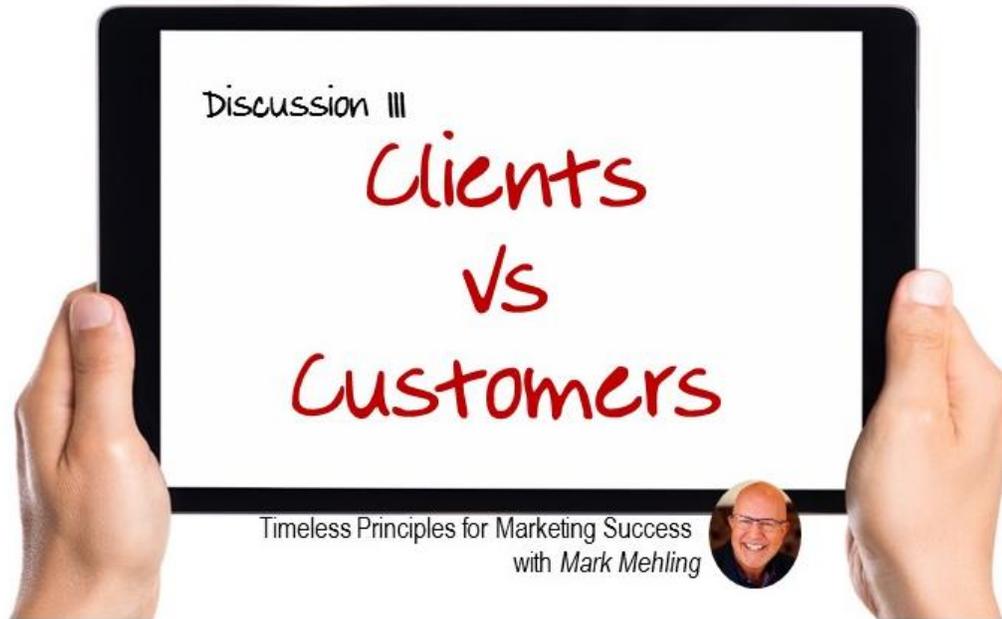


TABLET MARKETING ACADEMY



You've heard the terms 'Customer' and 'Client' before. Have you interchanged them? This week, we'll slice and dice these terms- and show you why treating those who give you their money like clients can make life a lot easier.

It starts with KLT

Although we haven't talked about the KLT rule yet, it's very simple. People do business with those they *Know, Like* and *Trust*.

But how much business do they do? And how loyal are they? That brings us to today's lesson, understanding the difference between Customers and Clients.

So what's a customer?

A customer is someone who goes into a store and purchases an item. Then they leave. The business owner has no idea who they are and, after they leave, taps his or her foot waiting for another customer. Think of most of the businesses you interact with - you will see this is true. Dry cleaners, car wash, many grocery stores, gas stations, car repair shops, many gyms, department stores, fast food places. The list is almost endless. While many of them may not actually be tapping their foot, there is no way to increase traffic without spending money on advertising and hoping for results. Why? Because with customers, you don't have enough data and certainly don't have a relationship.

And what's a client?

A client is someone who relies on you, and your company for expertise, guidance, and proactive solutions. In general terms, client is used with lawyers, accountants/CPAs, and consultants. They have a life-long relationship as a trusted advisor where the individual or business is the go-to source for knowledge and experience.

That same relationship can be built in almost any business. Especially a small business.

When you have a client, he views you as a trusted resource, the 'go-to' person and company that he or she can feel confident to relieve any pain and eliminate the chance of it happening again.

Key elements to a client relationship

Built on trust

There is little trust with customers. But clients, through your systems of onboarding and retention, immediately sense that this relationship is different. That trust building is a key element.

Individual feels they are the only client

I was the Captain of a private business jet for many years. Our company instructions were very clear- when the passengers were onboard, we were to treat them as if they were the only clients of the business.

When you can have a first-name-basis conversation, it's usually someone close. And most clients fit that category.

Respect

There is a mutual sense of respect with clients. If the client misbehaves, they risk being asked to go elsewhere. Misbehaving might include arriving late for meetings, calling at all ours expecting to reach the company, not paying bills on time. And that is also true for the business. Arriving late to meetings, contacting the client for information you could get inside your business, or screwing up their billing. They respect/ you respect.

Communication

Any relationship that does not have communication is, well, just customers. So clients get regular communication. Not sales flier and emails, but legitimate, semi-personal communication that shows they are part of a family.

When I managed private homes, for instance, I sent a monthly paper newsletter. It had a couple empty-home stories, but also had a cartoon, local news (all the clients were out of town in the summer) and a little section called "Things You Never Knew about Mark". It listed a few

simple items I had no issue with revealing. But the effect was enormous- my worst clients commented that they read that section first!

Non-business advice

It valuable, especially in communication, to offer non-business help and guidance to clients. Again, using my small business managing private multi-million dollar homes, we sent an email reminder to change their clocks the day before time zone changes. Of course, we had fun with it, and it gave us a chance to brag that we were changing the changing the time all the clocks in their empty home. It had nothing to do with the actual business they had hired us for. But they loved it.

Advantages of Clients:

Less Price sensitivity

Because clients have a relationship with the business, there is less price sensitivity. Clients are making a choice not based on price, but on the relationship, how they are treated, and their own version of the ‘family factor’.

Loyalty

Because it’s ‘family’, the loyalty goes way up. You can screw up and ‘fess up and probably keep them without a problem. No one wants to end a good relationship, right? So forgiveness translates to loyalty.

Higher Client Lifetime Value

If you keep a client longer, they do business with you longer and therefore, their value is substantially higher than a mere customer.

Source of future business all but guaranteed

Imagine a business with a 1.5% per year turnover. And that is mostly caused by clients passing away! Marketing costs are almost zero, direct advertising IS zero. This smart business woman spends her money on retention and handling referrals. And your business can enjoy similar benefits.

Strong referral tendency

Those who are happy in a client relationship easily refer others. When you find a cure for a pain, you naturally want to share that cure with anyone you know in the same situation. Although a strong referral program should be part of any business, in a client relationship it comes almost naturally with those who interact act with you.

What about you?

So can any business establish a client relationship? Absolutely. Let's look at two quick examples.

The Dry Cleaner

Mr Z runs a dry cleaning establishment. But not the normal one.

He knows his clients and patterns his offers to their needs. Spring cleaning specials, wedding dress preservation specials, 'After the Holidays' specials. But it's more than that.

He has a Club! For \$5 a year, members get a host of bargains and Mr Z gets their email and both the right and a reason to communicate. Is business slow this week? He sends a Friday special for members only. And he knows that August is the slowest month, so he has an "Everything you can fit in a paper grocery bag for \$5" sales, again for members only.

To add to it, Mr Z is the author of a small book called "How to get any stain out of almost anything- 108 solutions you never learned in school!" which he sells for \$10 or *gives away to new members*.

He's always busy and his clients are very loyal.

The Real Estate Agent

Ginnie Smith (pseudonym) is more than an agent. She has positioned herself as an expert with both clients and prospects. She believes everyone who buys a house eventually sells it. And she intends to be the agent to sell it. And anyone selling a house may find they are up or down-sizing and she will get that sale, too. Why? Because she is not a real estate agent, she is a consultant and guide for everyone who comes under her influence.

She has an integrated online presence that uses tools like video and informational giveaways about topics anyone buying or selling would want to know. How to use staging. How to stage things yourself. How to prep for an open house. What to expect at a closing. Calculators of all types from mortgage payments to property taxes. Considering updating your home? Wouldn't it be great to know which improvements pay back the most when you sell? Ginnie has the answers. And trusted licensed contractors with proven records.

Every year, she sends a handwritten Anniversary card- the anniversary of the transaction! And these usually result in a short call that extends the relationship. Did I mention after the first sale? No cheap dumb plant, but a gift tailored to the individual or couple. Anything from a quarterly wine of the month to an autographed book from a famous person. And each one comes with a story.

And there isn't room to talk about her 'local market analysis' guides. Just not enough time...

What to do

Get everyone together in your office, department, or business and brainstorm ways to bring these concepts alive within the restrictions of your business type. Can you do everything? Maybe not. But once you start seeing the results, you'll want to do more! If you would like a 1 on 1 free conversation before you do it, to get pumped up, read the note below about *Phone-In Friday* and how to schedule a 1 on 1 call.

Summary

The difference between customers and clients is not semantic. It may be the difference between success and failure for your company.

Next week:

We have discussed determining the target market for your online and offline marketing. Next week we'll look at how to develop a Best Client Profile that can be used for all your marketing and advertising decisions- and save you a ton of wasted money!

Have a question?

Puzzled by something in marketing? A question you've been dying to ask? Send a note to: Mark@TakeControlMarketing.com.

Phone-In Friday info:

If you want to get in on 'Phone-In Fridays', a 1 on 1 opportunity to talk directly, use this link: <https://PhoneInFridaysWithMark.acuityscheduling.com/>

It's free and there is no cost or obligation. Since the slots fill up quickly, I just added a few more Fridays.

Tablet Marketing Academy is a weekly review of timeless basic principles that work. Who is it for? Anyone who wants insider's secrets to increase response. Those who want every possible edge over competitors. And anyone who wants better marketing results. To have it emailed directly so you never miss a lesson, go to www.TabletMarketingAcademy.com .

Mark Mehling is an award winning direct response marketing consultant and copywriter.