

## **GROWING YOUR CLIENTELE ON A SMALL BUSINESS BUDGET**

**What to Do: Identify loyal customers and offer them more.** You likely have loyal customers who spend more with you on a regular basis than others, or perhaps they repeatedly come back to you for advice. Find a way to offer them something special and they will want to share their positive experience with their families and friends. Superior customer service can have far-reaching effects on your overall business.

**How to Do It:** When it comes to identifying loyal clients, the right [Customer Relationship Management \(CRM\) database system](#) can help sole-proprietors and solo-preneurs produce results comparable to a fully staffed office. Starting with the ability to easily create personalized lists, including grouping successful circles of people. [Consider adding a customized mobile app to your marketing toolbox](#) as an affordable way to identify loyal clients and reward them accordingly.

---

**What to Do: Customize your "sales pitch" for your Target Market.** Each client is an individual and will respond to you more favorably if you treat them like they are "singularly appreciated". If you are using an email marketing system, don't go with default or generic sales letters and Autoresponders. Relate to clients on a personal level, they feel better assured that you have their best interests in mind and not just your bottom line.

**How to Do It:** You want to use a system that allows you to retain your brand, your mission and your message cohesively and yet deliver a solid call-to-action. . Use a system that allows analytics to research and learn about each person, and [incorporate something personal about him or her into your communications](#). With the right system, you can send communications that are as unique as each individual or as common as your mutual views. Using an intelligent and personal messaging system is the key.

---

**What to Do: Increase your goals for referrals.** You have set a goal for increasing your clients ....right? (That was a part of your original business plan!) Bump up your goals for getting referrals. It doesn't have to be a large jump, but setting the bar higher will motivate you to work harder and take more appropriate actions. Each time you find that you are meeting the goal on a consistent basis, consider raising it again. Your business should never run in a straight line, but should always be heading in an upward direction to maintain growth and success.

**How to Do It:** create written plans...don't just "get a figure" in your head. Consider working with a [database growth expert](#) and use a system to apply new tactics to reaching and communicating with new people. Wrap dates around your expectations. We recommend a package that contains a marketing system as well as a plan for growth within a pre-determine time periods.

---

**What to Do: Build Relationships - Interact personally with customers more frequently.** This may come easier in a retail business, but no matter what type of business you run, make the effort to interact with customers on a personal level as often as possible. Face to face is great, but a phone call can be powerful, and Skype along with other electronic communication tools can help you reach your goals.

**How to Do It:** Get over hearing the word “No” as soon as possible. Think of your business as making an omelet and get used to the fact that you’ll need to break some eggs to get the job done and you may not get it right the first time! Practice may not make it perfect but it certainly makes it better! There is absolutely no value in stressing over people who do not want to meet with you, those who do not return your calls or otherwise avoid you, consider them a Blessing. Be grateful for them, for they are being honest. Build your confidence by connecting with resources that are vetted and open to your message. [Consider a database system that will allow you to follow-up and use it consistently.](#)

Looking for more ways to set the bar higher for yourself and your business?  
Connect with us and you’ll be amazed at what we can develop, together!

---

Resource: [Direct Selling Education Foundation](#)  
[OfficeVP –Video-Email-Marketing](#)