

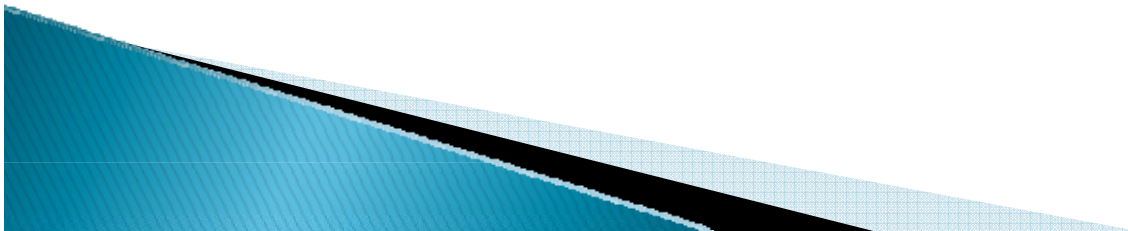
# How to Add Value to Every Customer You Have and Future Customers You'll Meet

Ray Luden, Jr.



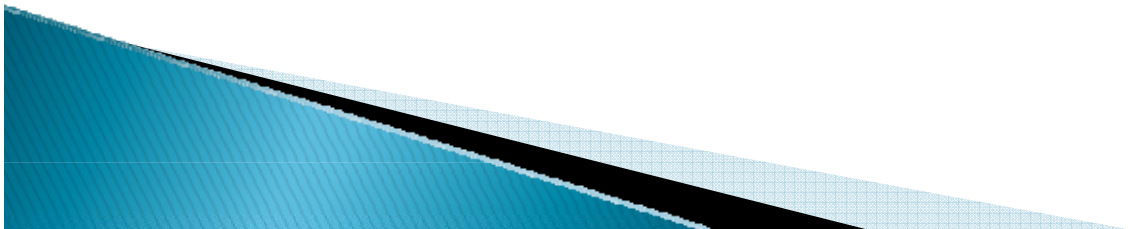
# Opening

- ▶ Welcome those that attended his session and others
- ▶ Extend congrats and commend



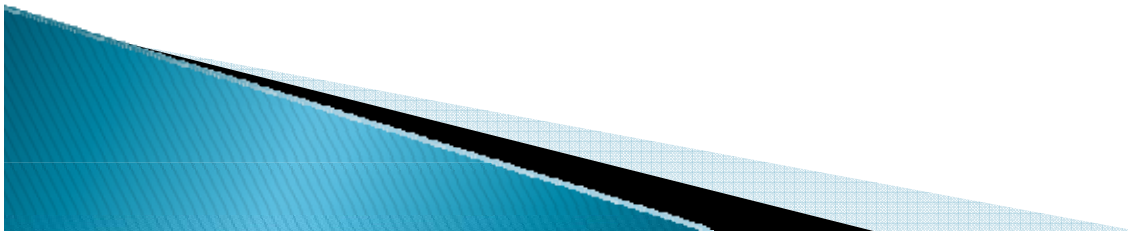
# Determine Demographics of Attendees

- ▶ Portable Restrooms Only
- ▶ Septic
- ▶ Associated Services
- ▶ More than (3) businesses under umbrella
- ▶ Attended previous seminars of mine



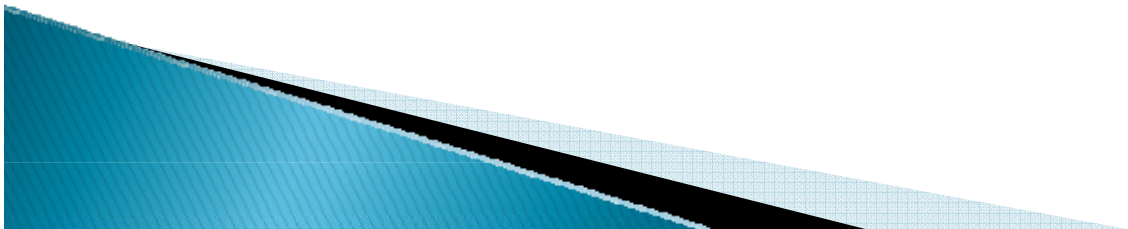
# Value

- ▶ Defined in this case as how it pertains to importance and in the setting of the standard.
- ▶ Often defined monetarily, as in worth.



# Customers come from many sources

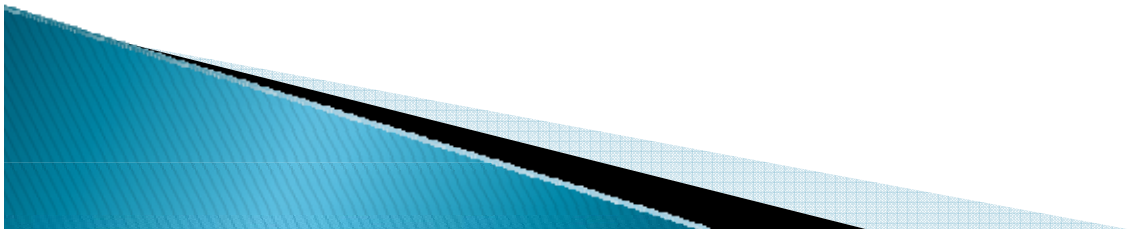
- ▶ Yellow Pages
- ▶ Referral, word of mouth
- ▶ Having previously seen or used your products or services
- ▶ Internet leads



# Some customers want to be just that...

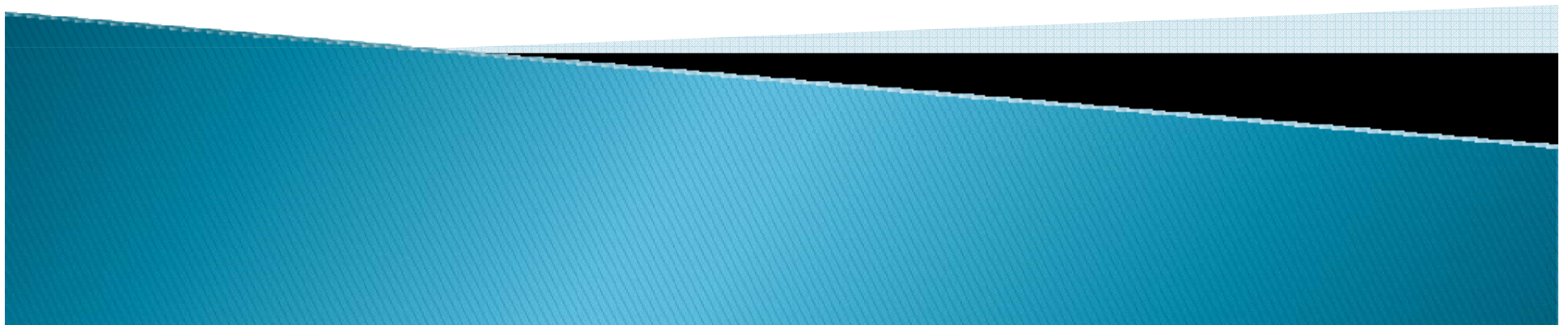
## ...“Simply a Customer”

- ▶ They place their order for goods or services
- ▶ Pay their bill
- ▶ And down the road they go.

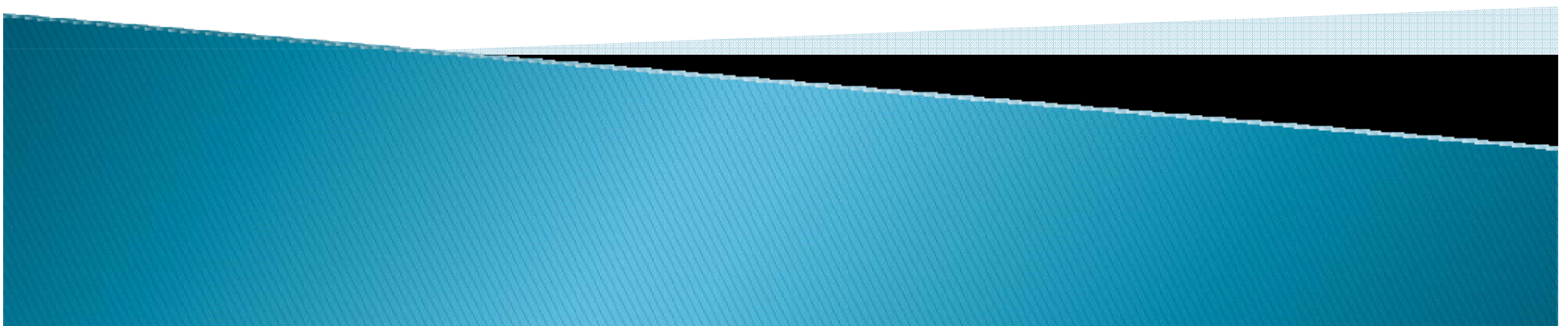


Others, by words or actions,  
beg to become...  
...Clients

“Capture the Rapture”

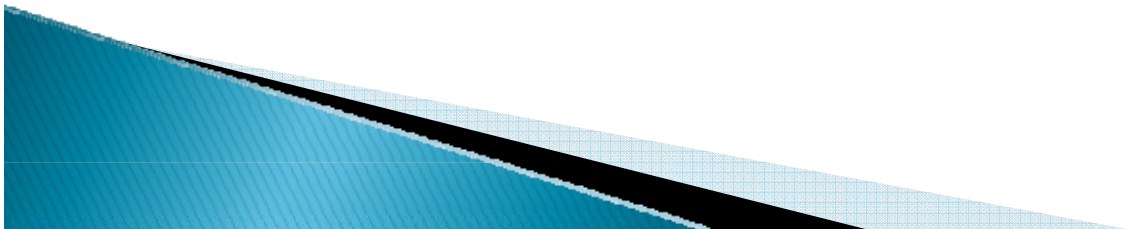


# Turning a Customer, Into a Client



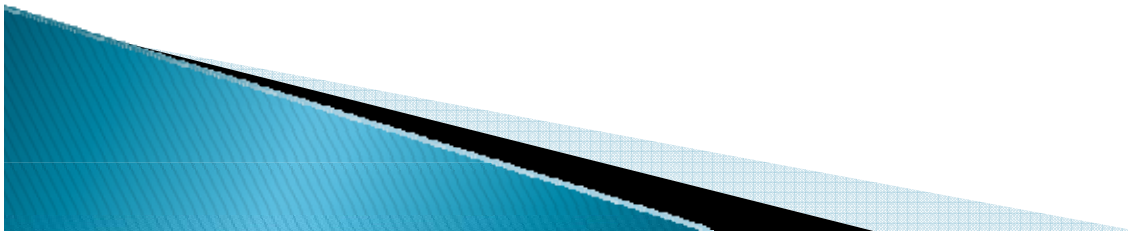
# Setting the Table

- ▶ Allow the opportunity for the customer to ask questions
- ▶ Listen for specifics
- ▶ Respond at the precise moment
- ▶ Timing is everything
- ▶ When the opportunity presents itself, answer questions completely and truthfully



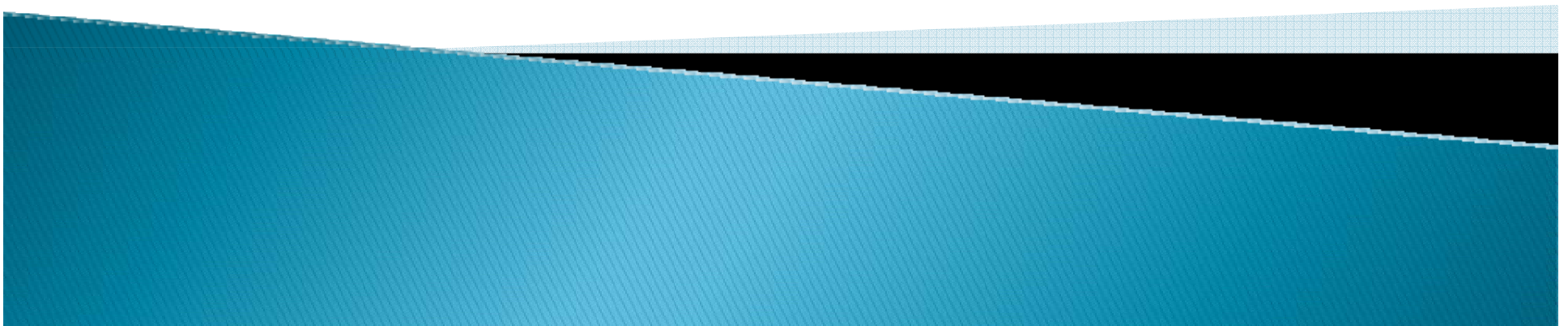
# Answer questions with questions.

- ▶ It's the most effective way to gather additional information
- ▶ You can further engage the mind of your soon to be client.



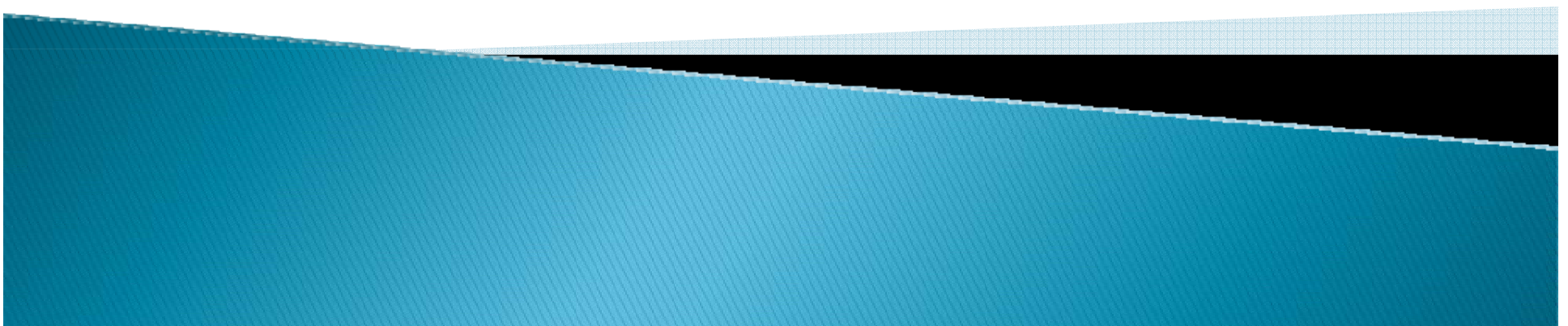
**Ask customers what they  
want...then give it to  
them!!!**

**The Kinks  
“Give the People What  
They Want”**



**Telltale signs of having  
elevated a customer,**

**to a Client!!!**

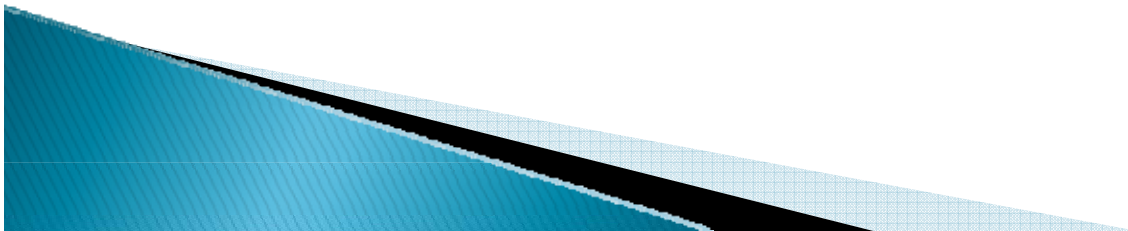


# Capture the Rapture

- ▶ The importance of price diminishes immensely
- ▶ You become a source of information, support and guidance
- ▶ Examples:
  - Paving business
  - The oil man
  - The septic guy
  - The financial planner



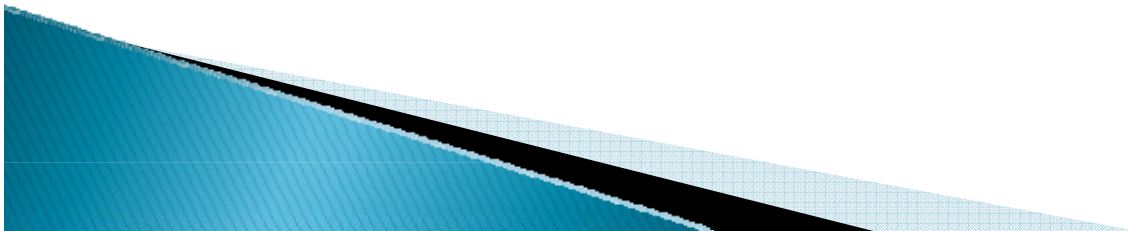
You've Earned  
Their Trust



You are now in.....

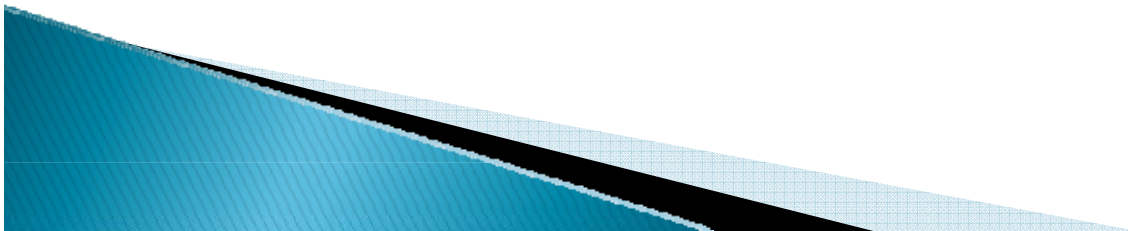
Business Relationship Mode

You've likely created and  
captured a  
Loyal Fan



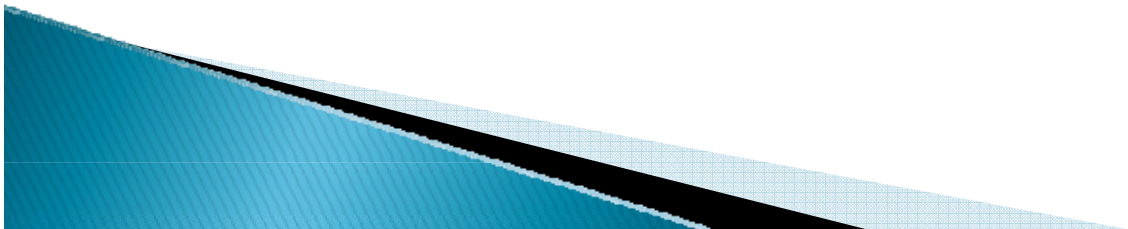
# Selling the experience

Mike Staver, the Staver Group



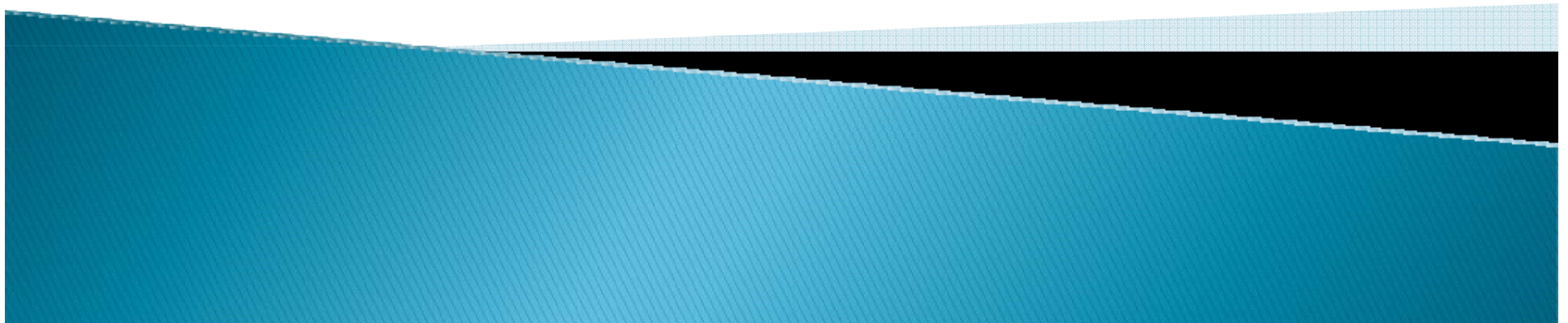
# Maintaining Business Relationship Mode

- ▶ Make promises and deliver timely  
“under promise, over deliver”
- ▶ Go the extra mile
- ▶ Jump through hoops
- ▶ Continue to make yourself available
- ▶ Respond
- ▶ Change your voicemail daily



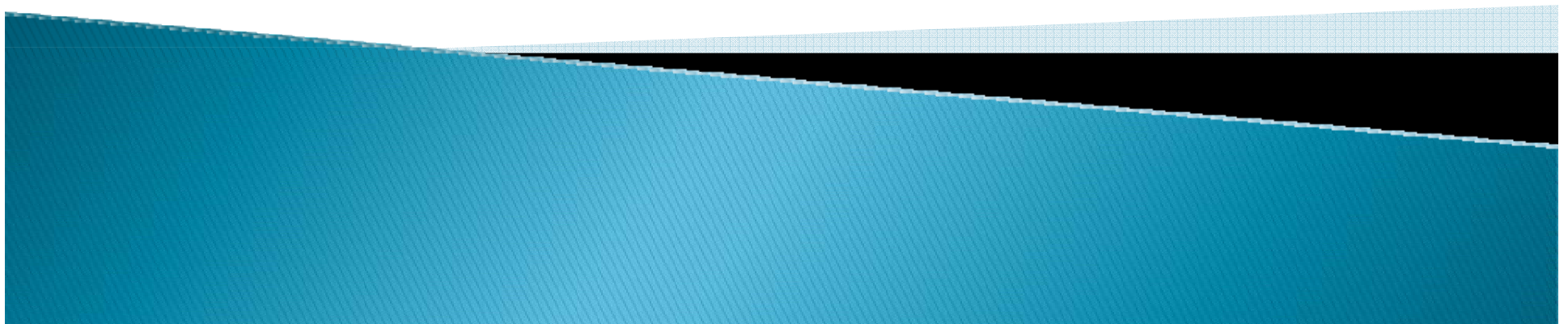
**“If we aren’t spending every possible moment helping customers, we’re not doing the job.”**

**John R. Graham  
Graham Communications  
Marine Business Journal  
December ‘08**

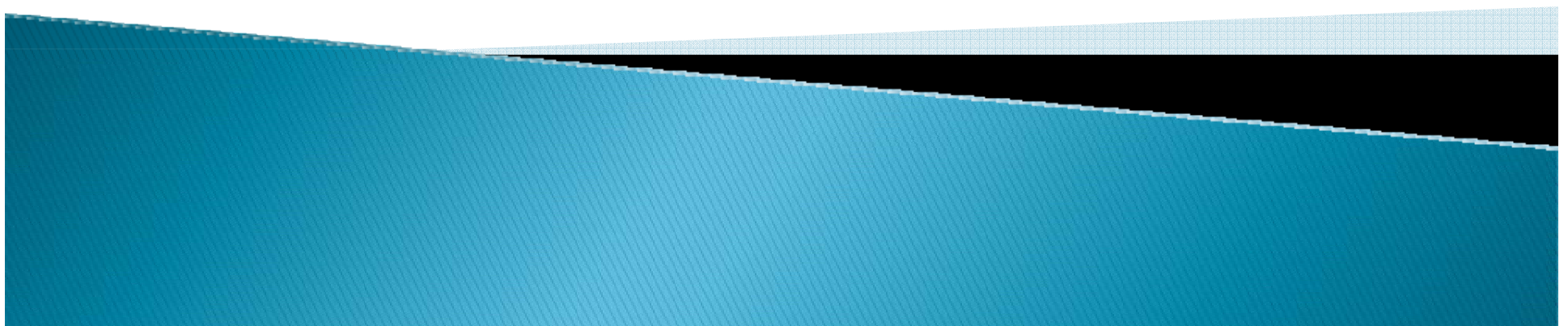


**Is there anything else I can  
help you with?**

**Typical Microsoft  
Customer Service Technique**



The only thing that differentiates  
companies is the VALUE  
they deliver,  
  
and the EXTRA VALUE  
they continue to create.



This thought process is  
necessary under any and all  
market conditions.

Especially now!!!

