

Club Forte-Nine

SANDRO'S CRÈME DE LA CRÈME – CLIENT CARE IDEA

Hello

You'll recall perhaps from a workshop how we stress the importance of follow up and keeping in touch with our valued clients.

Here's one extremely easy and highly successful way.

Quite simply - this is the Recipe

INGREDIENTS

- new clients - just signed up
- a telephone
- a colleague to work with (with a nice voice!)
- a copy of your colleague's diary
- or simply a pad and pen

IDEA

Clients like dealing with large companies. What you do for your colleague, your colleague does for you.

It's about creating a CLIENT RELATIONSHIP MANAGER in your business.

METHOD

Send the name and phone number of new clients to your trusted colleague and vice versa. Each of you will call the client (the other's client) and introduce themselves as the Client Relationship manager.

Imagine I was doing this for Glen.

Hello, it's Sandro Forte here calling on behalf of Glen McCoy from the ABC Financial Company.

I am Glen's Client Relationship manager, and I am calling to check that everything is in place.

Do you have any queries? Great.

May I ask three quick questions? Thanks.

1 Are you entirely happy with the service you've received from Glen?

2 Would you recommend Glen to others? (Yes...)

3 May I call you back in a day or so with your recommendations - unless you'd like to give me the details now?

Please note, if you've done the watch technique this will be much easier.

Even if no personal introductions are forthcoming to you - your colleague can follow this up in a week or so if the answer to Qs 1 and 2 are positive...

This is another simple to execute idea - and we'd ask you to find a colleague to do this with in the next 24 hours!

Then email us and tell us you're doing it...we'd love to hear from you.

Wishing you a fantastic business month.

Every success

SANDRO