

# HOW TO GET MORE CUSTOMERS

*It's a question asked by most business owners on a daily basis.  
How can we get more customers?*



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Whether you are in a service based business or a retail business, my guess is you think about this topic regularly. You talk about it to your peers, associates and probably family members, but how many of you are really taking the time to think proactively about actually driving more customers to your business and then how you will keep them so that they become raving fans of your brand?

One of the hardest things in business today is attracting or finding prospective customers, generating the initial contact or sale. The steps in the process vary, depending on if you are a retail or service based business; ultimately the objective is the same.

Times have changed and there are many more choices in the marketplace now. More recently, people are becoming brand loyal, and with more and more brands popping up in the marketplace, the focus should be on how you rise above the clutter so you can be seen. To succeed today you have to be smarter than your competitors and you have to really know what your potential customer wants.

It's important to note in the beginning that getting more customers is the end result of a business activity – lead generation. So the key question perhaps should be how can we increase our leads. Ultimately, by increasing the number of leads into your business, you increase your chances for

converting those leads into customers. It's a numbers game and it's a game where you have to be constantly participating in if you want to attract more and more to your business, rather than sending them to your competitors.

There are of course many things you can do to grow your business. For the purpose of this article we will be focusing on getting more customers.

When you have an effective system that will allow you to profitably attract and keep quality customers that will also return to do business with you over and over again, and then become raving fans, who are enthusiastically referring others to you, your business will produce more profits than you can possibly imagine. After that, everything else will simply fall into place.

On the other hand, if you don't have enough customers buying from you or using your services regularly, then it is unlikely you will stay in business for very long or create a long term sustainable business and chances are you will never make the profit you so desire or deserve. I see this over and over again when working with small business owners and franchisees. If you are not consistent in your lead generating/marketing activities then all you can expect to create are inconsistent results in your business. I call this the diving board affect. One month will be up and the next will be down. Consistency is the key. So

try to make a conscious effort to ensure you are implementing consistent lead generating strategies so that you can realise consistent results and income levels in your business.

Let's take a closer look at the individual components of this important key business area...

## **Knowing How to Profitably Attract Quality Customers**

Customers are the lifeline of any business. Without customers buying your products and services, you won't have a business for very long. Customers alone aren't enough though. It's important to have quality customers... customers who are pleasant to deal with, customers who return to purchase from you again and again, and customers who return you a reasonable profit.

## **Ethically Take Advantage of Their Maximum Financial Potential**

Every one of your customers has certain needs and wants. The more of those needs and wants you can handle for them, the more benefits you can provide them, and the more profits you'll realise in your business.

It should be your goal to sell as many products and services to your customers as they need. It's not just about market share in business today, it's important to understand the importance of gaining wallet share. If

your customers don't spend it with you, they will be sure to spend it with someone else. So think about how you can increase the wallet share of each of your customers. If they have it to spend, you want to make sure they are spending it with you.

You shouldn't take unethical advantage of your customers or the relationship you have with them, you should however make every effort to sell them everything that you can ethically justify selling them, meeting their needs and wants.

It really comes down to this, if you really do provide the best products and services in the marketplace, and if you really are the business who can serve your customers' needs better than anyone else, then you have a responsibility to make sure that every one of your customers at least has the opportunity to take advantage of them.

And you should do everything in your power that's reasonable and ethical to give them that opportunity.

### **Convert Your Customers to Advocates Who Actively Refer You to Others**

By definition, an "advocate" is someone who supports you, backs you, believes in you, and promotes you.

The last thing you need is a database full of customers who buy the minimum amount from you, complain about your prices every time they make a purchase, and give the rest of their business to the company or business who has the lowest prices or a "better deal."

There's no way you can make a profit on these types of customers. Besides, they make your life miserable and drive you crazy in the process.

Who you want are customers who not only give you all (or the majority) of their business, but re-buy from you repeatedly, year after year. You want customers that are so happy

and so pleased with what you do for them that they actively and enthusiastically campaign for you. That the story they tell about you is so compelling that the people they tell are nearly forced to call you and ask for your help. Those are the people who make your job fun, enjoyable and profitable.

### **Keep Your Customers for Life**

Studies show that the more needs a business handles for a customer, the longer they can expect that customer to do business with them.

The idea is that by serving all the needs your prospects or customers have, with the products and services you provide or have access to, you lock yourself in and the competition out.

The longer you retain your customers, the more income you will earn from them, the more chances you will have to sell them additional products and services, and the more referrals you can get from them. It all adds up to increased profits for you.

Retaining your customers, the ones you've spent so much time, effort and money attracting and convincing to do business with you, is critically important.

It is commonly spoken about, that it costs six to nine times more to get a prospect to buy from you than it does to get an existing customer to purchase from you again. It's up to 16 times easier to sell to an existing customer than it is a new prospect.

When you add it all up, for every 5% increase in customer retention, you'll generate a 30% to 45% increase in profitability over an 18 month period. I am sure we would all like those results.

A lost customer is more than just a lost customer and their profits. It's much more.

If you're going to be successful in business, no matter what type of products or services you sell, you've got to have an intense focus

on your customer. You've got to find out what they want and do everything you can to help them get it.

And if you want to make a fortune rather than just a living, you can't do it for only a few. You must do it for large numbers of people. The success of your business will depend on how well you serve your customers... the people who buy from you!

### **So what can you do now to start making a difference in your business?**

- Start building your customer base, getting more prospects to buy from you who become regular customers, should be your primary objective for growing your business.
- What marketing methods are you currently using to attract new customers?
- How do your customers see you?
- What do your customers really want? What are they looking for?
- What can you do to increase the average transaction of each customer?
- What methods can you adopt to invite your customer back time and time again?
- Ask for referrals
- Take Consistent Daily Action

There are of course many things you can do to grow your business, increase customers and keep them coming back time and time again. For specific strategies and support you can contact Tania Allen. ❖

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