



The Baron
Group, Inc.

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Surprise your customers on a regular basis

Tom Peters likes to talk about “wowing and delighting the customer.” If you have read his books or seen his tapes, you can’t help but observe how passionate he is about providing quality service and doing whatever you can to show the customer you care.

In times like these, when we are experiencing service challenges, it becomes even more important to do whatever we can to show our customers how much we do care about them. As David Maister, the Professional Services Marketing guru says, “customers don’t care how much you know until they know how much you care.”

One way to do this is to *surprise* your customers. That’s right, surprise them. Do the little things that they don’t expect that will make them realize you are a little different than everyone else. That you care a little more than everyone else.

These initiatives on your part can be business related, or personal. If you know that your client is a fly fishing fanatic, send them an article on fly fishing. If they enjoy gardening, find an advertisement about a new way to grow tomatoes. If they complained about not understanding a new SEC regulation, send them a white paper that someone wrote that explains the ruling. Or, if they are not sure about the volume of business we did with them last year, put together a quick summary.

Sure it’s time consuming to do this, but that’s OK. If I want to become a strategic advisor and add value to relationships it takes time. But there will usually be a return on the time invested. A significant return.

So here is a suggested approach. Identify 25 key prospective and retentive clients. Put the name of the key contact at each client on a piece of paper (or in a document if you no longer use paper). Think about something that the client has talked to you about that is important to them. Whether it’s the college tuition they are about to pay, their three year old twins, the new laptop they want to buy or the morale issue in their department, identify it and get it on the list.

Now it’s Google time. Get online and find something about that subject that might be helpful or useful to that client. Then send it to the client with a note from you that says something about how you “were thinking about them and thought the attached might be of interest...”

If you can do this for those 25 clients and send something like this once a week, they will each hear from you twice a year. Twice a year they will be reminded that you are someone who cares and that it isn’t just about the revenue—it’s about the relationship as well.

The time investment is surprisingly less than you would think. Once you put the list together, you are half-way there. Then get online, find the article or relevant information, put together the quick cover letter and send it out. It can’t take much more than 15 minutes. Once a week. And you will once again differentiate yourself from the competition.