

Marketing Inspirations

Best Practices for Small Business

August/September 2011

Upcoming Events

AUGUST

18th Youth and Money, Back to School Event, Santa Anita Racetrack

24th FPA, Real Comprehensive Financial Planning—Do You Measure Up?

SEPTEMBER

6th-9th ASBDC Annual Conference

14th FPA Panel of Experts Planning for Retirement, National Assn of Women in Construction

15th Last Kiss of Summer Gala Second Chance Employment Services (SCES)

15th-18th FPA Annual Conference

28th FPA, How Community Foundations Can be Part of Your Legacy

OCTOBER

4th Winning Women Clients as Trusted Advisor, University Club

26th FPA, Economic Outlook

[See More Event Info...](#)



Are All Customers Treated Equally?



Suzanne Patrick Lawrence
President

Anyone can sell a product or service but when you have a relationship with your customers, that's when your business blossoms through word of mouth and positive referrals. Customers like to know they aren't just a faceless wallet. It's a simple concept but it's easy to forget in the rush to increase sales and getting the paperwork done. Think about your best customers for a moment. What makes them your best?

Are they customers you don't know by sight or whom you rarely speak with? It's not likely. Best customers are those we have a connection with, people with whom we've built relationships.

Imagine the impact if you take time to build better relationships with your existing customers. How much additional revenue would those customers contribute to your bottom line using better communication and consistent follow up? Strengthening relationships using personalized interactions such as sharing valuable articles, sending industry updates and providing introductions brings you closer to customers while learning about their business needs.

Coming next month: Building Your Brand through Social Media

Client in the News

Womanpower/Second Chance Employment Services
President and CEO in Huffington Post 8/7/2011

http://www.huffingtonpost.com/ludy-green-phd/hire-veterans_b_920533.html

Are you meeting your professional and work/life balance goals for 2011? Our team offers personalized coaching to help increase focus, reduce stress and stay on track! Contact business@advisorbusinessolutions.com or call 562-439-4804 to schedule a 30 minute complimentary coaching session. Offer applies for appointments through September 2011.