

Your A+ Clients Generate More...

By Joann Javons

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I was waiting to pick up my car at my local auto mechanic's garage when I overheard an interesting conversation. The owner of the garage abruptly pulled a sales person aside and without realizing I was within earshot, said to the sales person:

"That woman over there is NOT one of our A+ customers! But the blonde is...take care of her."

Since I was the only blonde in the place, I was relieved to be considered the A+ customer! From that moment on, the service I received was impeccable.

Now, how did I attain that rating, A+ customer? I'm not sure I could tell you. But I can tell you that major corporations rate their customers all the time. So do small businesses.

I bet you do, too. Even if you rate your clients on an informal basis, you're doing it, in the recesses of your mind, silently. Because you KNOW who your best clients are.

The Pareto Principle operates here: 80% of your results comes from 20% of your clients. So, what makes up the top 20% of your clients, the A+ group?

Is your top 20% comprised of clients who generate the most revenue for you? Some people would say 'yes'. I don't think so.

I think results come in different forms. Revenue is one measure. There are additional measures.

I think your top 20% gives you MORE. They do more for you, assuming they meet your criteria for your ideal client.

Your ideal client represents your niche market. Once you're clear on your ideal client, you'll be able to market your services to the right people. Marketing to the right people always gives your MORE.

Michael E. Gerber addresses this issue well in "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to do About It", available at Amazon.com and offline bookstores.

David Steele actually helps you work through and define your ideal client and your niche market in a practical way you can immediately apply to your practice. To define your ideal client and niche market, see his downloadable book "Build Your Practice In 90 Days"at:

"><http://www.1shoppingcart.com/app/aftrack.asp?afid=43164>

- Your A+ clients, your top 20% give you MORE because they:

TALK ABOUT YOU and your services which results in:

- *Referrals to individuals who can be new clients.
- *Referrals to individuals they think you should know and who should know you.
- *Referrals to associations and organizations they think you should speak to.
- *Referrals to companies that could use your services.

and they...

TALK TO YOU ABOUT:

- *Ideas that could benefit you.
- *People who could help you.
- *Resources that could benefit you.

Your top 20% are link-builders constantly linking you to others in their network and new resources.

What is that worth to you? I can't really measure it in dollars but I can measure it in the quality of those relationships. Yes, you'll find your A+ clients, your top 20%, do generate more of your revenue but they generate so much more...

And that so much more is immeasurable. It's what major corporations are after: a lifetime relationship with the customer.

While there's a direct dollar side to it, there's also an immeasurable, continuing stream of networking that opens up. A constant stream of goodwill with no price tag. What better marketing is there?

Even more is the value and joy of the friendships you develop over the years with your clients...how do you measure that? :-)

So, look at your A+ clients, the top 20% and see what you can do to feed and nourish those relationships. Give them a complimentary report, assessment, white paper, handout, ebook or other gift they would find valuable. Not just once, but as a part of your continuing relationship with them. They're worth having for a lifetime.

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