

Fiona Clark

HOW TO IDENTIFY & ATTRACT HIGH VALUE CLIENTS TO GROW YOUR BUSINESS

WORKBOOK GUIDE PLUS 3 x WORKSHEETS





About this Workbook

If you want to increase sales, attract high quality clients, who want what you have plus the budget to spend, then get strategic and target your 'ideal clients'

When you create a profile of your ideal customer, it helps you focus your sales and marketing efforts by talking to the right market, with the right message, at the right time. This process can make a big difference to your business - It can help you gain control of 'who' you want as clients and who you choose to work with.

Not only is this empowering, it translates through to clients you enjoy working with, who value what you do, can become more frequent repeat customers and can transform your business.

In this workbook you will develop your ideal client profile and categorise your A, B, C & D clients, as well as identify your bread and butter versus your higher value clients.

Do You Know Your

A & B Type Clients?

Classifying clients into A, B, C, D categories helps you to define the qualities of who and what you want in a client.

This can be done in two ways. First think about your current client base - who are your best clients? It may not always be who buys the most from you, but those who are regular clients, easy to deal with, and refer others to you. Then think about who you WANT - what type of client do you want to grow your business with?

Scenario 1. Have you ever had a situation where certain customers take a lot of your time, can be demanding, find fault in your product or service and are slow to pay? These can be C & D Type Clients.

Scenario 2. Have you had a dream customer who was easy to deal with, pays on time, never complains, and are repeat customers? These are your A & B Type Clients - The type you want.

This is why it's valuable to be proactive with choosing your customers, and it can literally transform your sales and cashflow.

Watch your time and if you are caught up with demanding clients where you don't make money, take a step back and decide who you want to work with, and who is "costing" your business. Imagine if you could grow your business with great quality customers, who value your knowledge and expertise and will happily pay for your products or services.

How To Classify

A, B, C, D Type Clients

Did You Know? Your quiet repeat customers are some of your best clients, don't overlook them! You need to reach out, and nurture them.

DIFFERENT CUSTOMER TYPES:

A Type are amazing **B Type** are good **C Type** are average
D Type the kind you wish went somewhere else...

A & B Type Clients:

- You enjoy working with
- They value what you do
- They have reasonable expectations
- They are easy to deal with
- Buy from you regularly
- Always pay their bills on time
- They refer others to you
- Clients who become advocates for your business
- When the phone rings you think "Great!"

C & D Type Clients:

- Are late to pay – you have to chase them and follow up
- Want discounts, or the cheapest price and try to bargain with you
- They can be demanding and time consuming
- Lack brand loyalty as they are price shoppers
- Buy from you occasionally or are 'one offs'
- When the phone rings you might think "I'll let it go to voice mail"

Target Quality

Not Quantity

In order to target better quality clients to grow your business, we need to figure out who ideal clients are, where they are and how to get in front of them.

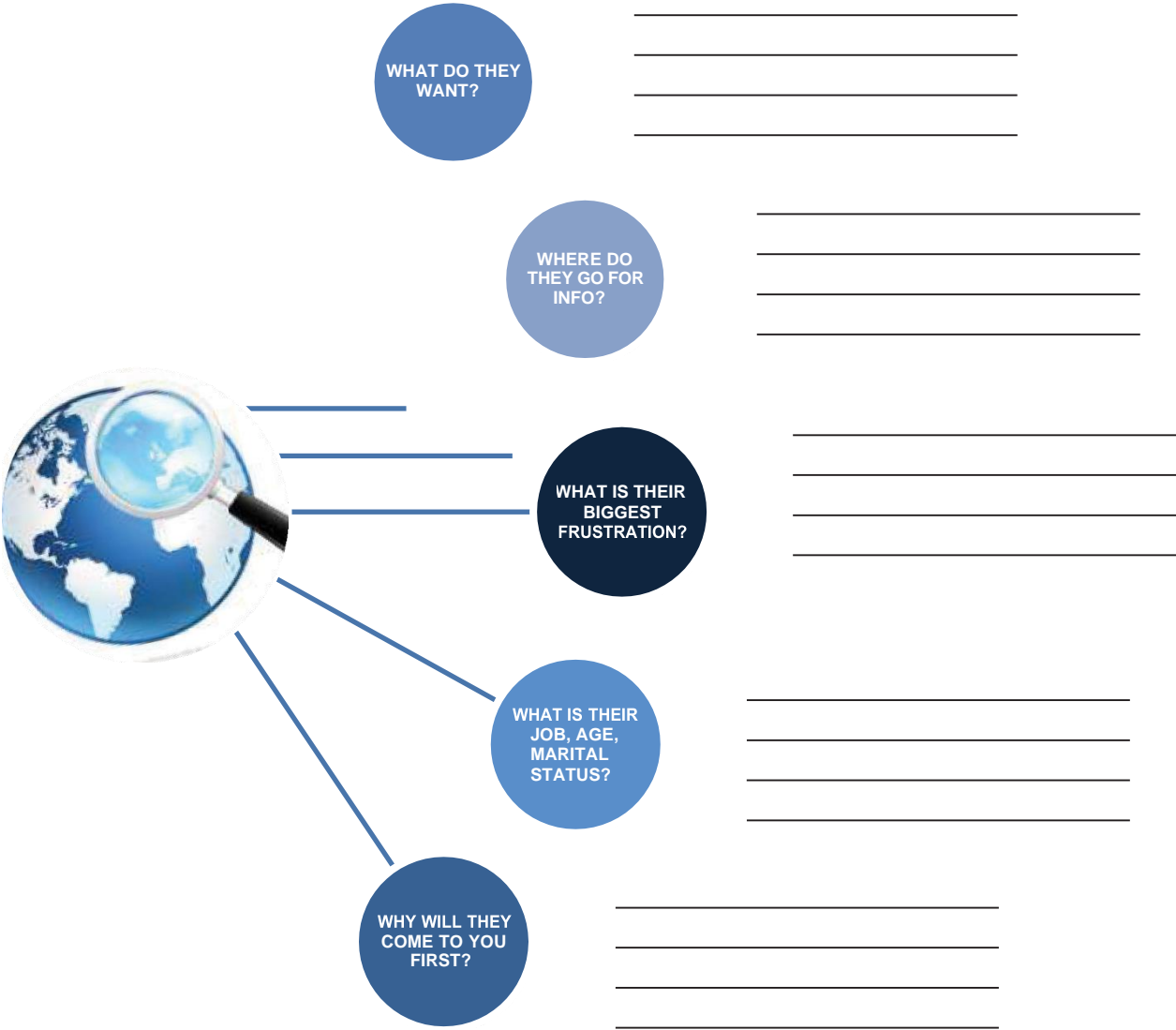
It's important to be targeted because you can't be all things to all people. Your target audience is not everyone. When you target the mass population as your client base, it's hard to differentiate yourself from others in your field. It's difficult to create a specific message to speak to everyone in a way that makes them want to work with you. And creating too many marketing messages can be confusing for prospective clients. It's also challenging to establish yourself as an expert in what you do when you are a generalist and will do anything...

Remember experts make more money, get more clients, are more sought after and become the 'Go To' person in their industry).

Based on the characteristics of your A and B type clients, and what these high quality customers would bring to your business - think like this customer now. Put your customer hat on, and imagine you are your best client.

Complete the 'Ideal Client Profile' worksheet over the page

Define Your Ideal Client Profile



How is this market accessible? Where do they hang out? How can you get in front of them? Where do they network? Who do they do business with on a regular basis? What websites do they visit? What e-newsletter would they read? What professional associations would they belong to? What clubs or organisations, events would they attend so you could get to meet them?

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How can your product or service help them? What benefits do they get from doing business with you? What difference can it make to their business, life, family, themselves personally?

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Future Proof Your Business

If you're a business owner or manager, you know that lack of cashflow can be challenging and stressful. Problems with cashflow is one of the biggest reasons companies go out of business.

That is why it's critical to make sure you protect your business and bring in the 'right' kind of clients to build your company.

Make sure your A and B type clients are a combination of Bread and Butter Clients and Higher Value Clients. Fill your pipeline with:

BREAD AND BUTTER CLIENTS:

These are clients who pay the bills. They are an easy sell, buy your popular product or service, may be lower value but it's a faster buying process, you invoice quickly and get paid quickly. They are a fast turnaround and easy to manage.

HIGHER VALUE CLIENTS:

These are higher value clients with bigger sales potential, but take longer to get over the line, there is more work involved, more people involved in the decision, longer sales cycle, may require time and input upfront that you won't be paid for, but longer term will make the business more money.

Big Is Not Always Better

With higher value clients, be mindful what industries you are targeting and where you are spending your time.

Big is not always better, and while the pay off can be exciting, the reality is there are a lot of things that need to happen before they say Yes, and before you get paid.

When growing your business, make sure to pay attention to the bread and butter clients, these customers are important for you to pay your bills, they keep your business running, and we need to give them great customer service, to keep them coming back.

I see too many business owners chasing big contracts or jobs, saying – “but I’m going to make 100k when it comes off...” In the meantime, they have no money to pay their bills. We need both types of clients to keep your cashflow healthy.

A TIP TO PROTECT YOURSELF:

If you are ever pitching for a big contract - please do a credit check on the company first (especially trades companies) because you may not be getting paid for that big contract if you don't check the solvency of the company you are wanting to do business with.

If you knew they hadn't paid their last 3 suppliers, would you still want to do business with them?

Identify Bread & Butter Clients



NEXT STEPS:

ACTION POINTS ON HOW TO REACH BREAD & BUTTER CLIENTS

- 1
- 2
- 3

Three horizontal grey rectangular boxes for writing action points, corresponding to steps 1, 2, and 3.

Identify Higher Value Clients



NEXT STEPS:

ACTION POINTS ON HOW TO REACH HIGHER VALUE CLIENTS

- 1
- 2
- 3

About Fiona Clark

Fiona is the Founder and Director of BreakThrough Business Solutions and is one of the leading Business Growth Specialists in New Zealand.

She specialises in working with small to medium enterprises (SME's), Women in Business, Franchises and nationwide companies who are focused on growth. She is sought after for her practical step by step systems and the results she helps individuals and companies achieve.

Fiona has developed unique streamlined processes to help people transform their business, and her breakthrough strategies can lead to 6 and 7-figure turnover for clients who implement quickly and take action. She understands what it's like to build a business from the ground up, and has been through every stage her clients have. This means she walks the talk and has learnt many lessons along the way. Through growing her own successful company, Fiona has developed strategic dynamic business systems, training, coaching, consulting, tools and resources to help others fast track their success.

She has worked with hundreds of clients from start-ups, solopreneurs, small to medium businesses to multi-million dollar organisations, as well as those new to New Zealand who want to learn how to do business the 'Kiwi' way.

Fiona has been featured regularly in the media, from being interviewed on TV – TV3, interviewed on national and international radio, writes regularly for multiple publications including NZ Business Magazine, Guest Lecturer at Massey University, conference speaking and more.

Fiona is passionate about helping business owners achieve success so they can build a profitable company and enjoy 'life' at the same time. She is a champion for small business and is often referred to as the 'Go-To' person for SME's wanting to scale and grow.



Fiona Clark

Business Growth Specialist

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