

Give Clients More Than What They Pay For.....

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Give Clients More Than What They Pay For.....

Right now, it is important for businesses to give clients more than what they pay for, and give clients more than what they expect.

Most good businesses already do this, but even good businesses are going to have to step it up a few notches.

Quote:

Here is a simple but powerful rule - always give people more than what they expect to get.

Author: Nelson Boswell

Businesses that are just mediocre, or charge too much for what the client is getting, are going to have it tough in this New Economy.



Tammy Taylor
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Entrepreneur and Business Owner since 1981

It is more important now than at any other time for Businesses to **adapt, to fit clients wants and needs.**

- **Clients need convenience** - with so many of our clients working; the 9 to 5 Businesses may need to adapt to their clients working schedules.
- **Clients want Extra Value for every dollar they spend** - which means Businesses may need to do more Discounts and Special Promotions.
- **Clients want better customer service without paying extra** - which means Businesses may need to spend more time and more money to train their people better, and raise the bar for everyone working in their business.

Also, businesses may need to re-vamp their customer service policies.

Quote:

*Sales without Customer Service
is like stuffing money into a pocket full of holes.*

Author: David Tooman

- **This is an example of an old way of thinking** -"I was charging more, and making more profit 10 years ago; I am not going to go backwards

and reduce my prices, or increase my hours; I am past that, I don't need to do that anymore!"

- **This is an example of a New Economy way of thinking-** "Adapting to the New Economy and **not** fighting against the New Economy, will help my business Thrive!"

Yes, you might have to discount some of your services and/or products, do more promotions, start bartering with local businesses, work days and hours you normally wouldn't work; things you might not have done for years; but in years past we had a different economy, people had more extra money to spend, and they didn't mind paying a little more.

But in this New Economy, it is better to have MORE BUSINESS and MORE CLIENTS, even if that means a little more effort, and a little less profit.

Remember; when our New Economy turns into a Good Economy, people will have more money in their pockets, and with all the Good but hard Changes we have made in our Businesses, and all the Great Lessons we have learned, our Businesses will be more Amazing than ever.

*with love,
Tammy Taylor*

Psalms 25:21

May integrity and honesty protect me, for I put my hope in you.