

Is This Client Worth It!

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When I was first starting out building my business over 28 years ago, I was so excited and I wanted to do everything for my clients. Anything that would make them happy made me happy. I did not have a lot of clients when I first started, so **I had to make every single client I did have, feel like they were my only client and they were the most important person to me in the world.** I wanted to make sure they would come back because I could not afford to lose one single client.

Quote:

Revolve your world around the customer and more customers will revolve around you.
-Heather Williams

I had to do a lot of work just to get one customer because there were about 20 nail salons within a 2 mile radius of me and the competition was tough. I would make time every day to pass out flyers, pass out business cards, give out 2 for 1 coupons; and do referral incentive programs.

There would be many days I would come in without a single client on my books for that day, but I never got negative; I stayed positive and excited about what I was doing.

Quote:

If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.
-Ray Kroc

It did not take long for me to get booked solid because my customer service was excellent.

My clients knew how important they were to me and they enjoyed coming to see me. I was always accommodating and happy and excited about them coming to me and letting me do their nails. They would have fun and forget the rest of the world; for one hour; because their hour with me was all about them and only them.

Quote:

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.
-Jeff Bezos

And then my big mistake happened that took all of the fun out of my business and ruined my customer service:



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My Business was doing great and I was booked solid. I was even turning down clients and still making a lot of money.

But as time went on I started to get a little arrogance about myself, I thought my business was all about me, and I forgot that my business is all about my client. If my client canceled, came in late, bounced a check, or started getting too picky, or complaining, I wouldn't give them another appointment. I would tell them, "I will just replace you with someone on my waiting list." I started having zero tolerance.

My clients started trying to do everything to make me happy instead of me trying to make them happy!

Now this only lasted a little while because when I started getting arrogant with my clients, I also started getting burned out, and I started complaining; that's when business started dropping.

The more it became about me and not about my clients, I started falling out of love with my clients, and I became more critical of everything they did; they could do nothing right.

WHEN THE LOVE DECREASES THE CRITICISM INCREASES

This can happen even to the best customer service person. But the great thing is too learn from it and become better.

When I saw how my attitude was affecting my business and my happiness with my job, I knew I had to change. At first I did not realize what it was I had to change; I thought I had to change my clients and then my schedule; everything else except me.

When things were not getting better, I had to think back why was I so happy when I started out? Even if I didn't make a lot of money, I enjoyed what I was doing.

That's when I realized I had forgotten my simple philosophy from when I first started "MY BUSINESS IS ABOUT MY CLIENT and NOT ABOUT ME."

Every day we have to run our business like we are just starting and we do not have any clients. And when we get a New Client, we have to treat them like they are our ONLY Client and our Existing Clients are Golden; and we need to continue to always treat them like they are our ONLY client.

No matter how big or how small our businesses are, we have nothing without our clients.

So the question is:

IS THIS CLIENT WORTH IT?

And the answer is:

YES! ALWAYS!

*With love,
Tammy Taylor*

Luke 22:26

But among you, those who are the greatest should take the lowest rank, and the leader should be like a servant.