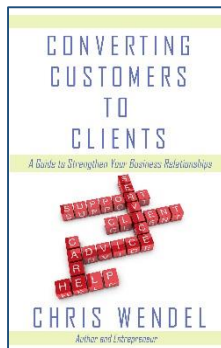


CONVERTING CUSTOMERS TO CLIENTS



This book will help you and/or your staff initiate, build, and maintain business relationships. These relationships are on what repeat and long-term business are based. Don't have customers, have clients, who rely on you as their partner in your field of expertise.

Available in Paperback and eBook at [Amazon.com](https://www.amazon.com)

This excerpt is taken from the book's Introduction.

Who Should Read This?

Originally, this book was aimed at the Information Technology industry because that's where my experience showed the biggest need for assistance in turning customers into fully humanized clients. However, after speaking with business owners in various professional service industries, I found a common desire for these providers to build relationships with their customers. I noticed a trend among the providers, consumers, and even advertisers for human connection, authentic interaction, and genuine exchanges. Yet more and more our society (through technological advances and economic limitations) is moving further away from this model; these advances and limitations are moving us away from our most basic commonality—being human.

So who should read this book?

Sole Proprietors. The sole proprietor is usually the entrepreneur and the technician. S/He is the subject matter expert and the business owner. S/He is the person running the business and the one performing the expert work for which the business is being paid. Without the sole proprietor, the company makes no money. The system of business is totally dependent on her/him.

Thus, a sole proprietor's day (every day) is jammed packed. So many issues can take their attention away from their work—family obligations, clients, vehicle problems, technology, accounting and legalities, management, scheduling and logistics, and continuing education, to name a few. The over-stressed sole proprietor can sometimes forget about connecting with her/his clients, preferring to rush through tasks and appointments simply to cross it off her/his list.

On good days, there may only be 20 things swirling inside a sole proprietor's mind. On bad days, there could be two or three dozen more things to worry about. It's easy to forget some aspects of the job, like connecting with clients. However, connecting with clients should be so ingrained that doing so is second

nature. Especially for the sole proprietor, keeping and maintaining a client list is easier than continually finding new clients. If your services expand over time and your client list is happy with you and your product, then they'll expand with you. The only way to keep clients (notice I didn't use the word "customers") is to build a relationship.

Business Owners. These are men and women who own a business but by and large do not go out on calls to clients' offices and/or homes. Maybe they go on sales calls, but they don't perform the daily technical functions of their provided service. They have staff who interact regularly with clients.

Business owners have a lot to worry about, and a great deal of that worry centers around staffing issues. How will staff members interact with clients? Will staff members injure themselves? Will vehicles come back to the office damaged? Will their technicians/staff get into situations that could be deemed inappropriate? People's definitions of appropriateness are as varied as the people themselves. An incident one person finds innocuous, another may find offensive. In this business setting, the business owner sets the scale of appropriateness, but then s/he has to trust his staff to act accordingly. S/He also has to trust the message of what is and isn't appropriate was communicated and received by staff members on a wavelength that was comprehensible. This book will help with that.

Maybe you already have a training program. This book could act as a refresher course, or it could be incorporated into your new employee orientation package. In support of your stated levels of conduct, this book will expand or reinforce your thoughts on service, appropriateness, interaction, and connecting.

Technicians/Staff. Wouldn't it be great if every client you interacted with called your business and asked for you specifically? Maybe it occurs occasionally, but what if you could hone your people skills (your soft skills) and increase the number of clients who call and only want you to service their account? Your supervisor would take notice. I think it would put you on the fast track to better company exposure—promotion, increased salary, and/or more prestigious clients! Apply as many of these principles as you can, and you'll set yourself apart from your colleagues and/or your competition.

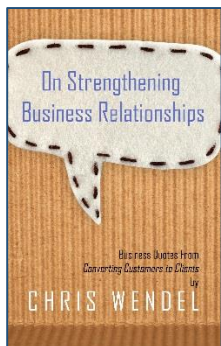
Anyone who manages or works inside a professional service business. This book isn't really written for the sandwich shop chains or the convenience store chains where customers are interchangeable. Although, it could help them as well. No, it's written for the professional service provider who desires to understand the criticality of repeat business, imperativeness of service, and, most assuredly, the importance of the client.

Believers in Relationships. Relationships branch out from every part of our lives. Some start through personal means, others business, while many are formed out of convenience, necessity, or other serendipitous methods. In all of these types of relationships, the parties involved must work together to make them succeed. Additionally, not everyone is proficient at relationships. For example, some people may be wonderful relationship partners personally but not in a business setting. Whatever your natural inclination toward relationships, this book can assist you in (1.) making your current ones stronger or (2.) helping you start new ones.

The sections of this book include these topics:

- Part One: Core Principles
- Part Two: Appearance
- Part Three: Work
- Part Four: Phone
- Part Five: Interpersonal Skills
- Part Six: Thank You

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for more information about the
author, books, blogs, photos,
podcasts, etc.



Don't forget to pick up the accompanying book of quotes
ON STRENGTHENING BUSINESS RELATIONSHIPS

This is a book of over 150 stand-alone business quotes taken from *Converting Customers to Clients*.

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