

How to Grow with Your Clients



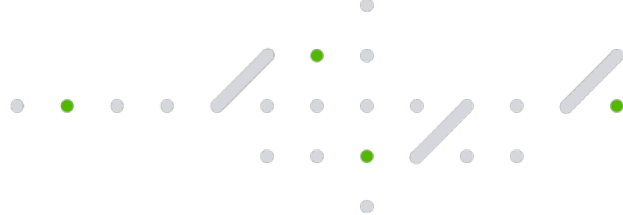
Growing your business as you help your clients to grow, should come automatically. At least, you would think so. But many times, this is not the case.



Jag Singh, CPA, FCCA

Partner
Capex CPA

I am a Chartered Professional Accountant (CPA) who doesn't play by the accounting industry norms. We use cutting-edge technology that allows us to provide efficiencies to our clients which improves their business processes and generates cost saving. We are proud to help our clients grow, and obtained a track record of success.



How to Grow with Your Clients

Growing your business as you help your clients to grow, should come automatically. At least, you would think so. But many times, this is not the case.

Business owners run around posting things on social media, spending money on paid media, spending hours standing at a trade show or something similar in their industry, attending networking meetups, gathering and sharing testimonials, newspaper advertising, radio, TV, the list goes on and on, all for the sake of landing that elusive client.

Many entrepreneurs have found themselves burning out by working so hard to try and grow their business that they miss the greatest asset they already have for business growth, and it is right under their nose, and it doesn't cost a thing: Their existing clients.

Question: You are spending all this money and time getting your clients in the door, what are you doing with them now that you have them?

What do I mean?

So many business owners are simply working single-use transactions with their clients.

They spend all this money and time and effort to get them in the door and then all they do is sell them something and then they are off to do it all again and find the next client, essentially leaving piles of cash laying all over the floor, the table, and everywhere else.

You see, your existing clients are already paid for. You have already put in the effort to "wine and dine" them and you have successfully won them over. You have put in the time to build trust and relationships that will last for years if you are smart. Then what do you do with them?

This is where the relationship can turn into this beautiful cycle of reciprocity where you are helping them to grow, and they are helping you to grow in return.



But it doesn't always happen automatically. Yes, it's true, sometimes it does. But wouldn't you rather be in control of the outcome before you initiate a transaction? Wouldn't you like to enter a pre-determined deal with a client before you do anything for them where they agree to bring more people in the door just like them?

That sounds like a good deal, and it is possible.

Newsflash: If all you are getting from your clients is money, you are doing it wrong. Let's have a look at some ways we can add value to our clients and have them turn around and do the same thing for us.

How To Help Your Clients Grow Using The Skills You Already Have

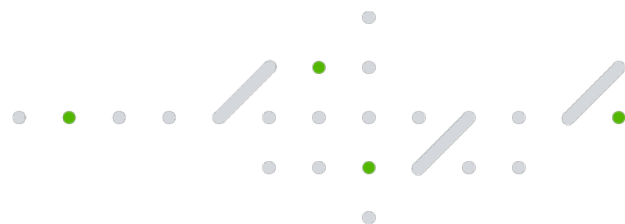
Thomas Jefferson said, "Knowledge is power." He said it on at least four noted occasions. In any case, this is where we start, with knowledge. What you already know. This is your power.

One of the reasons people are coming to you already in your business is because you provide a product or service of a higher standard and higher quality than others providing the same things. Why not share some of that knowledge with your clients?

Can you provide follow up care or advice on caring for their new product? Perhaps advise them on what to do next, or what they would purchase next. If you provide a service, do you even stay in contact with the client once the deal is done? Once you have provided the initial service, what do you do after that?

The three questions that you need to continually ask yourself concerning your clients are:

- What do they need/use before my product/service?
- What do they need/use as well as, or instead of my product/service?
- What do they need/use after they have purchased my product/service?



Those three questions, when carefully thought through, will keep your business growing and your clients coming back to you time and time again because you will be providing a complete service that your competition cannot touch.

How To Use The Relationships And Trust Built To Provide More Value And Upsell Your Other Services.

Trust is the new gold.

While trust has always been the currency of business, these days it is at an absolute premium. With so many online scammers, email spammers, privacy hackers, and fake social media ads, it is no wonder that trust is out the window.

If you are using the internet for business and you don't look 'real' online, you're out before you've even said a word.

Potential shoppers spend an average of 5.94 seconds looking at a website's main page before deciding whether to stay or go.

Therefore, utilizing the relationships you already have and the trust that has already been built is critical and we are not just talking about online or e-commerce businesses here, that was just to illustrate my point.

Trust and relationships work for any type of business.





Take the time to build trust and genuine relationships. Don't just care about your clients because they pay you, care about them because you love what you do, and you want them to enjoy the benefits of your knowledge like you do.

- Jag Singh

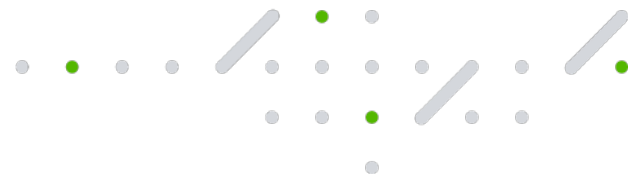
How To Use Trust & Relationships in Your Business?



Once you have made your initial sale, the door is wide open to provide more value and offer an upsell. You see this all the time. It's the, "Buy this now, only \$47!" Then, as soon as you have given them your email address, or some other detail, they are offering you an upgraded version of it for only \$97, or \$10 more, or whatever the case may be.

The other day I walked into a shoe store to buy some cross-trainers for my intended new exercise regime. The store had been referred to me by my wife as she had recently purchased some new shoes there. It pays to note, they provided value to her and now they have another client, me, because of it. I went into the store and was obviously looking for something that I couldn't

find, and it didn't take long for an assistant to make their way over and offer help. Long story short, this guy knew shoes! I was so impressed; I had the shoes that I wanted within minutes, and he had the answer to all my questions. Seriously, I would have bought just about anything he offered me at that stage because the power of his knowledge had caused me to trust him and his judgement.



Offer a “Splinter” Product/Service

It is a good idea to offer something small at first, a “splinter” product or service if you will, and then offer the upsell if it would be of value to them. A “splinter” comes off a larger piece of wood, this is the same idea here. Splinter a smaller product or service off your larger, or main, product/service.

This gives the client a taste of what you offer and gets them “in the door”. Not all businesses can offer something small, but the bigger the transaction, the more trust is required, the more proof you will need to provide that you are the one that knows all and sees all in that realm. That you are the only viable option for the product/service you provide.

Just remember to only offer things to your potential or existing clients that you truly believe will be of value to them. One of the biggest things that will put off clients is when they are offered

things just for the sake of the sale. If you do that, you will lose. You will lose that client and any other potential clients that could have come from that relationship.

If there is one thing about doing business today, it is that word travels as fast as thumbs can thump an iPhone.

We have all heard the mantra: “provide more value” repeatedly. But think about these: What do my clients need to know to make a purchase from my company? What questions would I have if I were buying my product/service? Why would I buy from me? What kind of person does buy from me?

It takes courage to face these questions, but when you thoughtfully find the answers, you will have a much better way of winning potential clients and serving your existing ones with extreme value.





How to have the mindset of constantly improving using the Lean Six Sigma mindset

Learn to love problems!

I know that is not the answer you were looking for, and while most people will do their utmost to run a mile from problems (the "I just work here" mentality) when you learn to love problems, you are learning to love your clients and are committing yourself to find solutions and constantly improve.

When you accept the fact that there will continuously be problems to overcome, you will end up with a mindset of continuous improvement and a mindset of excellence. You must become obsessed with the daily problems that your clients present you with and work feverishly to overcome them and exceed their expectations. If you can lay hold of this mindset, you will never fear competition again, because you will not have any. If you love what you do, it shows in the way you treat your clients.

What is Lean Six Sigma?

Well, it is a term that is a combination of continuously improving quality and efficiency. Lean Six Sigma seeks to reduce variation and waste in the service or product that your client receives from you so that you can improve the speed

and quality (in the eyes of the customer) of your business. We won't go into great depth of definitions here so that we don't lose track of the main point (continually improving you and your business), but this could be useful: Lean Six Sigma works on eradicating the eight waste types: Defects, Over-Production, Waiting, Non-Utilized Talent, Transportation, Inventory, Motion, and Extra-Processing.

When you step back and have a look at yourself and your business with those eight things in mind, if you didn't have problems to overcome before, you should have now!

One businessperson said, "By constantly questioning how you do things, by constantly tweaking, you don't outflank your competition next quarter. You outflank them next decade." That is what you can do with a Lean Six Sigma Mindset.

It is simply a mindset or attitude aimed at improving and producing customer value all the time. Learn to love problems. They can grow your business faster than anything else!

Conclusion



We should always be in a state of continuous improvement. When we are, we find ourselves and our businesses growing exponentially. None of this $1 + 1 = 2$ stuff, you end up with $1 + 1 = 250$! How? Because one problem plus one well thought out solution could equal 250 hours saved, or 250 new customers, or \$250 more in your pocket per transaction.

Realize that knowledge is power and share that knowledge with your clients selflessly when it benefits them. This can be a scary idea for some. Overcome that fear!

Take the time to build trust and genuine relationships. Don't just care about your clients because they pay you, care about

them because you love what you do, and you want them to enjoy the benefits of your knowledge like you do.

Courageously question yourself and your business from the client's perspective. Why do they buy from you, or why should they? What do they need to know to decide to buy?

And remember: If all you are getting from your clients is money, you are doing it wrong. Make use of the money you have already spent to get them in the door and have them bring you your next client. Referrals from existing clients (aka word of mouth) are worth paying for.

A horizontal green line followed by a small green dot.

Thank you!

Abstract decorative shapes in the bottom right corner, including a large green rounded rectangle, a smaller green rounded rectangle overlapping it, and a grey rounded rectangle at the bottom.