



Are you leading your clients in the right direction?



Your clients believe, like, and trust you. They believe you when you show them a new product or service that improve their lives. They enjoy their interactions with you. You are easy to work with, you make their problems go away, and you are quick to respond to their needs. You are also personable. Your clients genuinely like you.

Your clients also trust you to do what you say you will do. You deliver on time or early, you call when you say you will call, and your follow up is just right. You have a solid customer base and want to keep building both your client interactions as well as your business.

So make sure you continue to lead your customers in the right direction.

What can you do to make sure that you continue to lead your clients in the right direction?

1. Provide the right amount of choices for your clients.

Some businesses confuse their clients with too many choices. Procter and Gamble learned this lesson when they had too many varieties of Tide detergent. Extra bright colors or extra stain removing power? Powder fresh scent versus spring fresh scent?

Even loyal customers were confused when facing a wall of Tide in their local stores. The *Paradox of Choice* kicked in.

Mary's Updates

Connect with People in the Same Industry

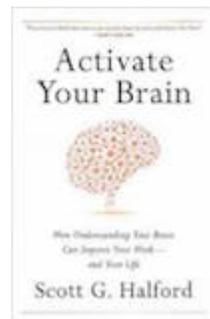


The [National Speakers Association Colorado Chapter](#) celebrated with a summer BBQ party.

Getting to know others in the speaking industry means I have close friends who know what I do and we help each other. The support we get from others is priceless.

Do you network with others in the same industry? Or do you view them as competition? I like to think we practice collaborative competition. My closest competitors are also my closest friends. I love it when a meeting planner says they are trying to choose between me and three other people I admire.

Mary's Book of the Month



Given too many choices, our brains are afraid of making the wrong choice, so we make the decision with the fewest negative consequences.

Buyers opted toward the generic brands. Tide actually lost market share when they provided too many choices, and Proctor and Gamble learned a valuable lesson.

Lesson: **Don't try to be all things to all people. Focus on what you do well and what your clients need from you.**

2. Under promise and over deliver.

Are you constantly looking for new ways to delight your clients?

People love getting good value.

When I order my dog's chew treats, the company adds in a few extra biscuits or a piece of jerky specially made for dogs. It probably costs them just a few pennies, but it makes me look forward to the goodie box when it arrives. Likely as not, I buy the goodies on the next order, which is, of course, what they are hoping for, but there's never a sales pitch, and I feel valued as a customer.

Lesson: **Give a little bit more than the client expects.**

3. Treasure your current customers.

Don't neglect current customers in favor of chasing new ones.

Have you ever seen a commercial where a seller promises a great deal that is "available to new customers only?" How do current loyal customers feel when new customers get better treatment than they do?

Pay attention to the clients you have.

Yes, it is great that you are doing well and want to expand, but that doesn't mean you get to ignore your current customer base. They got you this far, and if you continue to cultivate their business, they will continue to refer you to their friends and family.

Every customer deserves to be treated as though they are individual and special, because they are. Don't get complacent with your customers. Don't take your clients for granted.

Lesson: **Constantly wow your customers. If you don't, someone else will.**

4. Be solutions oriented.

Leading your customers means

Activate Your Brain

by Scott Halford

I love learning more about why people do what they do, why they think the way they think, and why they act the way they act. *Activate Your Brain* by neuroscience expert Scott Halford, author of *Be A Shortcut*, explains countless, brain-centered motivations in the people we work and live with. Based on scientific research, the book reads easily, so people should not be dissuaded by the neurological references.

Recently published, this book is already receiving wide international acclaim for its practicality and applicability in the workplace. I am one of Scott's biggest fans. I read everything he writes and I subscribe to his newsletter. You can find more information about Scott and his research and how it applies to business at: www.completeintelligence.com.

This book is a great read and is highly recommended for people looking to understand the people around them.

Social Media

LinkedIn is where professionals find other professionals. You use it to explore companies and stay in touch with the people you want to do work with. Your LinkedIn profile is part of your public image.

Take a few minutes and make sure your profile is up to date. Is your contact information in the summary? Do you have a current picture? Are your positions and experience current?

LinkedIn also realized that people love to win and they have a new scoring system, like Klout, that measures how well you are interacting on LinkedIn. <https://www.linkedin.com/sales/ssi>

Connect with Mary



Pet Tip

I know it is still hot outside, but fall is when snakes, who are preparing for hibernation, may be particularly active, increasing the possibility of severe bites to pets in the wrong place at the wrong time. Humans need to know what kinds of venomous snakes may be in their environment and where the snakes might be to keep pets out of those areas.

steering them toward good decisions with good information.

Work to provide the technologies, services, or products that provide solutions your people need, even before they are looking for those solutions.

Lesson: **Stay updated in your industry.**

5. Actively participate in building a bigger pie.
Practice cooperative competition.

Look to grow the industry, as well as your own business.

Competitors sometimes think that if someone else gains business, they lose business. They believe that if someone wins, someone loses. This is scarcity mindset and it does not foster growth.

Everyone can build their business by providing great services and value and by referring clients to other providers if they are a better fit.

We could all benefit if everyone made a commitment to refer a client to the competition.

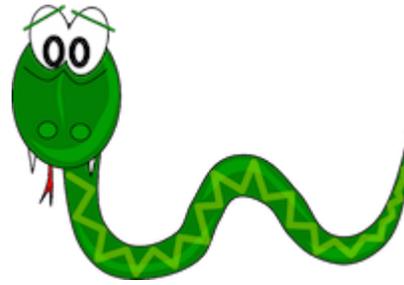
Lesson: **Refer business to others to create a bigger overall industry when it best serves the client.**

Every business owner and manager is a leader.

We create a business community by leading and serving others.

We can build more profitable businesses by leading our clients as well as our employees, staying current in the field, valuing our customers, and helping each other become more successful.

Please share your feedback on this article on [my blog](#).



What Does Mary Do?

We don't assume, so here is a brief list of what Mary does:

1. Motivational leadership keynote and breakout speaking for conferences, convention, banquets, and events
2. Women's leadership events, particularly in the real estate, housing, insurance, medical, and financial sectors
3. Executive coaching, in person and via video conferencing
4. Strategic business planning

Call Mary at 719-357-7360 for a free initial consultation.

Thank You Being Part of Our Community

Do you know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I sincerely appreciate your referrals!



Mary C. Kelly

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