

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

I often say: “Are the answers we get are only as good as the questions we ask?”

In most companies there is a tremendous amount of energy and money in acquiring new customers. I get it you need sales to stay in business. However, the fastest path to growth is by taking exceptional care of the customers you already have.

Five years ago I walked into the bank that I was a client for 17 years. They were well known for providing great incentives to bring in new customers. Things like free laptops etc...

My question to the bank manager was: “How do you thank your loyal long term customers?” Her silence was telling, and I immediately ended my 17 year relationship.

In 17 years I never received a call saying: “Thanks for being a customer”, not once.

The good news for everyone else, the customer appreciation bar is sadly very low.



## GET OFF THE BENCH & INTO THE GAME

*Ask everyone on your team:*

***“What is the one thing we can do, on a consistent basis, to thank our existing clients?”***

*Bake that into your weekly routine.*

*It can be as simple as starting each day by thanking an existing customer.*

## QUOTE OF THE WEEK

***“The fastest path to cash and growth is by taking exceptionally good care of your existing customers. Be so good they want to tell their friends.”***

- Shawn Shephard

