

# 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 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 where 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.

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## GET ON THE ICE

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.

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## 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