

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 absolutely LOVE talking to my clients.

The reason they buy from us is often not what we think.

The key is to **ask them great questions and listen deeply.**

GET ON THE ICE

Make a list of the customers that you absolutely LOVE working with.

These are the customers you would LOVE to have more of.

Ask them this question:

“What is the ONE unexpected surprise of working with us?”

Their answers just might surprise you.

QUOTE OF THE WEEK

“Instead of focusing on the competition, focus on the customer.”

— **Scott Cook**