

# THE POWER PLAY OF THE WEEK

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

## THE PLAY OF THE WEEK

Acquiring customers is only the first step. Treating them like VIPs keeps them.

I see it all the time - companies invest heavily in customer acquisition but then treat these hard-won customers with apathy. They spend on fancy ads and marketing campaigns to bring in new business, only to lose them through poor service.

The truth is, the fastest path to cash and growth is always through your existing customers. They already know you, trust you, and have experienced your product or service.

Think about it: a happy customer will probably tell 10 people about their experience. An unhappy customer? They'll tell everyone they can.

The good news is that the bar for customer service is so ridiculously low in most industries that it's easy to stand out. Simple, thoughtful actions can transform ordinary customers into raving fans who not only stay with you but bring new business to your door.

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## GET ON THE ICE

Here are three ways to treat your customers like VIPs:

1. **Start every day by calling a customer just to say thank you.** Don't sell them anything - just express genuine appreciation for their business.
2. **Always have a cool VIP event to invite your customers to.** This isn't something you post on social media - it's exclusive. Let them bring a guest and watch the magic happen.
3. **Surprise and delight them.** Show up unannounced with specialty treats or send handwritten notes. Do something special without selling and make it a regular habit.

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## QUOTE OF THE WEEK

*"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

— Maya Angelou