



VIP Training

Create Raving Fans and Sponsors

20 Strategies to Create Raving Fans

A happy customer will buy from you. A thrilled customer will sell for you.

1. **Create a referral culture in your business:** Ask for referrals from satisfied customers and ask if you can use their name. They can also introduce you by email to prospective customers. Call colleagues and learn about their business and what would be a great referral for them. Then tell them about how they can refer business to you.
2. **Have a superior product or service:** Your customer needs to feel like they are getting the best in the industry when they're working with your company. If not, you won't create a raving fan that leads to more sales.
3. **Give 5 Star customer service:** Customers' problems must be addressed and solved with a minimum of effort on the customer's part and in a timely fashion. A complaining customer is actually an opportunity to handle their problems and excel in your service. Take note of the complainers because they represent other customers who didn't complain. They just left your business.
4. **Personal communications:** All contact with your customers and their inquiries must be courteous and knowledgeable. This starts with the telephone. Have a human answer your phones, not voice mail. This simple move will start you on the path to good word of mouth with your customers. Don't try to save money when hiring assistants or people who interface with your customers. These people are directors of first impressions. Enroll them in the vision of your company.
5. **Create value:** Take the time to find out what's important to them and set benchmarks from the beginning of the relationship. Value is the benefit your client receives minus their investment. The value of the products you deliver to your customers is paramount if you want them to return and spread the good word about you. The value must meet or exceed their expectations. Remember to under promise and over deliver.
6. **High integrity:** You want all your customers to trust you. This trust must be earned continuously. It takes time to develop, but can be lost in an instant. Customer and client complaints must be addressed and solved quickly. Problems cannot be ducked, delayed, or shifted. Mistakes should be admitted and corrected. People want to do business with and work for trustworthy companies.



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7. **Give to charities:** Find out what charities they support and send in a donation. Your company has a responsibility to give back to the community. This good citizen appellation should not be just empty promises for show. If your intentions are pure, it is also good for your business, your family, and your sleep.
8. **Use customer appreciation as a marketing strategy:** Have a gifting program and send them regularly to high-level clients and people who refer you. Produce promotional items with your business name on them. I give out shopping cart magnets and people come up to me years later and thank me for them. Food gifts are always good such as gift baskets and gratitude cookies. If you've written a book, send customers an autographed copy.
9. **Tell people what to say about your business:** If you heard what you're customers are saying about your business, you would be shocked. Develop a one-sentence benefit statement about your business and communicate that to the customers who refer you.
10. **Set up a referral page on your web site:** You can have this in your email signature or send it to satisfied customers. Have a downloadable gift for them. You can also send them a note about how your business thrives on referrals from great clients like them.
11. **Make your business an experience:** Don't be a me-too business. Stand out from the crowd and do the unexpected. Call customers to make sure they received your product and ask if they have any questions. Return calls and emails within 24 hours.
12. **Provide a low-risk demonstration:** Offer a no-cost experience such as a 30 day free trial or free consultation.
13. **Have a great guarantee:** You may not be able to guarantee results, but you can guarantee that you'll deliver products and services on time. You can guarantee that you'll return all calls within 24-48 hours.
14. **Ask for testimonials:** There are magic moments when you can get customer testimonials. Ask when you've delivered the product or service and the client thinks you're wonderful. Don't wait for the testimonial. Record an audio testimonial, use your phone or video recorder, write a few testimonials and have them pick one.



SUCCESS WITH CORPORATE SPONSORS

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15. **Make your business personal:** Do thorough intake and success profiles. Find out your clients' favorite places to travel, favorite colors, etc. Learn about their families.
16. **Buy their products and give them referrals:** Buy products and services from your customers and tell others about your experiences. Join their mailing lists and refer others to them.
17. **Email marketing and social media:** Stay top of mind by sending out email marketing 2-4 times a month. Send frequent updates on Facebook, Twitter and LinkedIn about your business and personal activities. People need to know you're a real person.
18. **Have contests and giveaways:** They get people involved in your brand and create great word of mouth.
19. **Have special promotions for your top clients:** Example: Department stores letting their top clients know the day before a sale begins.
20. **Reward people who have referred you:** Call people who've referred you and thank them. Send e-greetings and cards. Have an affiliate system in place, but remember that some people aren't motivated by money and commissions. Find out how people want to be rewarded.

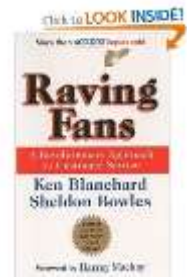


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Book Recommendations

Raving Fans by Ken Blanchard and Sheldon Bowles

Stories about how companies use three simple principles: Decide, Discover and Deliver. Each company has created a group of Raving Fans (not just customers, but fans) who wouldn't consider shopping anywhere else for what one of these companies offers.



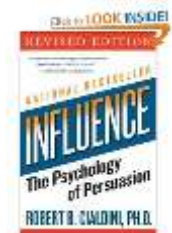
The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales through Runaway Word of Mouth by George Silverman

Silverman tells you how to create systematic word-of-mouth campaigns. He explains the customer buying process in detail, from first hearing about your company to making a purchase from you. The remainder of the book discusses how word of mouth works, the different levels of word of mouth, and plenty of other ideas. It tells you why people spread word-of-mouth, basically being so thrilled with your business, that they feel compelled to talk about it, and how to help them do it.



Influence: The Psychology of Persuasion by Robert Cialdini

Cialdini talks about 6 principles that of influence: reciprocity, commitment and consistency, social proof, liking, authority, and scarcity and how they can be used in business. He gives great examples of how persuasion can be used in your business.



Linda Hollander has been featured by Inc. Magazine as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge, the author of *Corporate Sponsorship in 3 Easy Steps* and the founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Wal Mart and IBM. She consults with businesses on how to increase their profits and get sponsors.

