

SPECIAL EDITION



**A Book by Dr. Dennis Edogun**

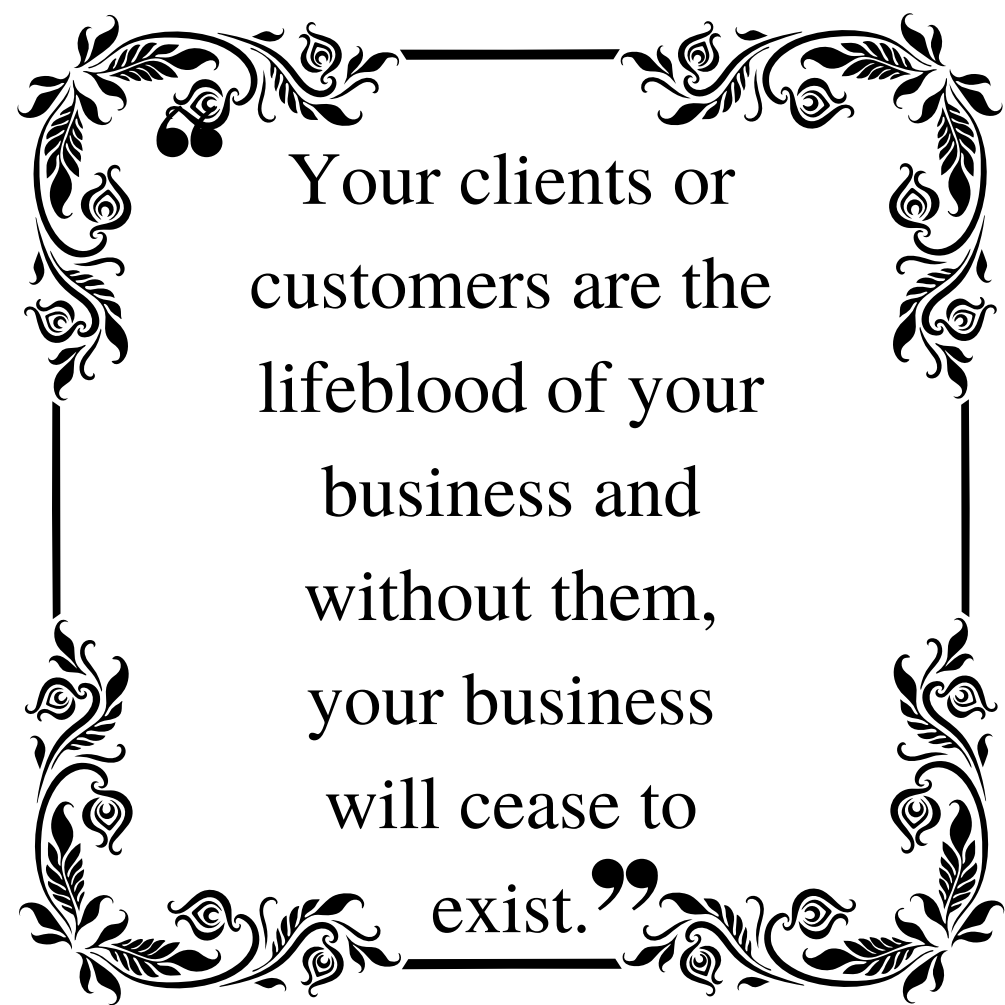
**Three Secrets of Attracting your**

**Dream Clients**

## Three Secrets to Attracting Your Dream Clients

Are there secrets to success? Many would argue that there are no such things as secrets of success. However, there are time-tested strategies that have proven successful in different sectors, which when meticulously applied will guarantee success in every endeavor. I have to show you some of the time-tested strategies to attract your dream clients.

Your clients or customers are the lifeblood of your business and without them, your business will cease to exist. Therefore, attracting and retaining them should be the focus of your business. There are some fundamental strategies or secrets to attracting your dream clients but most of these can be bundled into three significant secrets. If you agree, join me in this exploratory edition of my E-book “The Three Secrets to Attracting Your Dream Clients.”



### **First Secret: Identify Your Niche Market**

The first and most important step in attracting your dream clients is to identify who they are through the process of segmentation. No matter what your products or services are, they will never be useful to everyone. For instance, as popular as iPhone, it is not used by everyone. Again, let's assume you developed a novel drug for arthritis, it will make no sense to go try to sell it to high school students! You can develop some fanciful kiddy toys - you won't sell them to college students who don't have kids!

So, identifying those who are likely going to need your products or services is the starting point of attracting your customers. Laverty and Little (2020) argue that as business people, we must subdivide the market and ascertain if there are groups of people whom our products or services can best serve. See the market as the whole world but aiming to sell your products or services to the entire world is not feasible.

Thus, you must have a clear picture of your audience or market. According to Laverty and Little (2020), the “process of segmenting, targeting, and positioning (STP) will help you figure out who is your best customer and allow you to allocate your resources effectively to serve that market” (p. 341). For a step-by-step procedure on segmenting, targeting, and positioning, consult our team and we will work with you to develop your brand and make sure that your products or services get to the right audience.

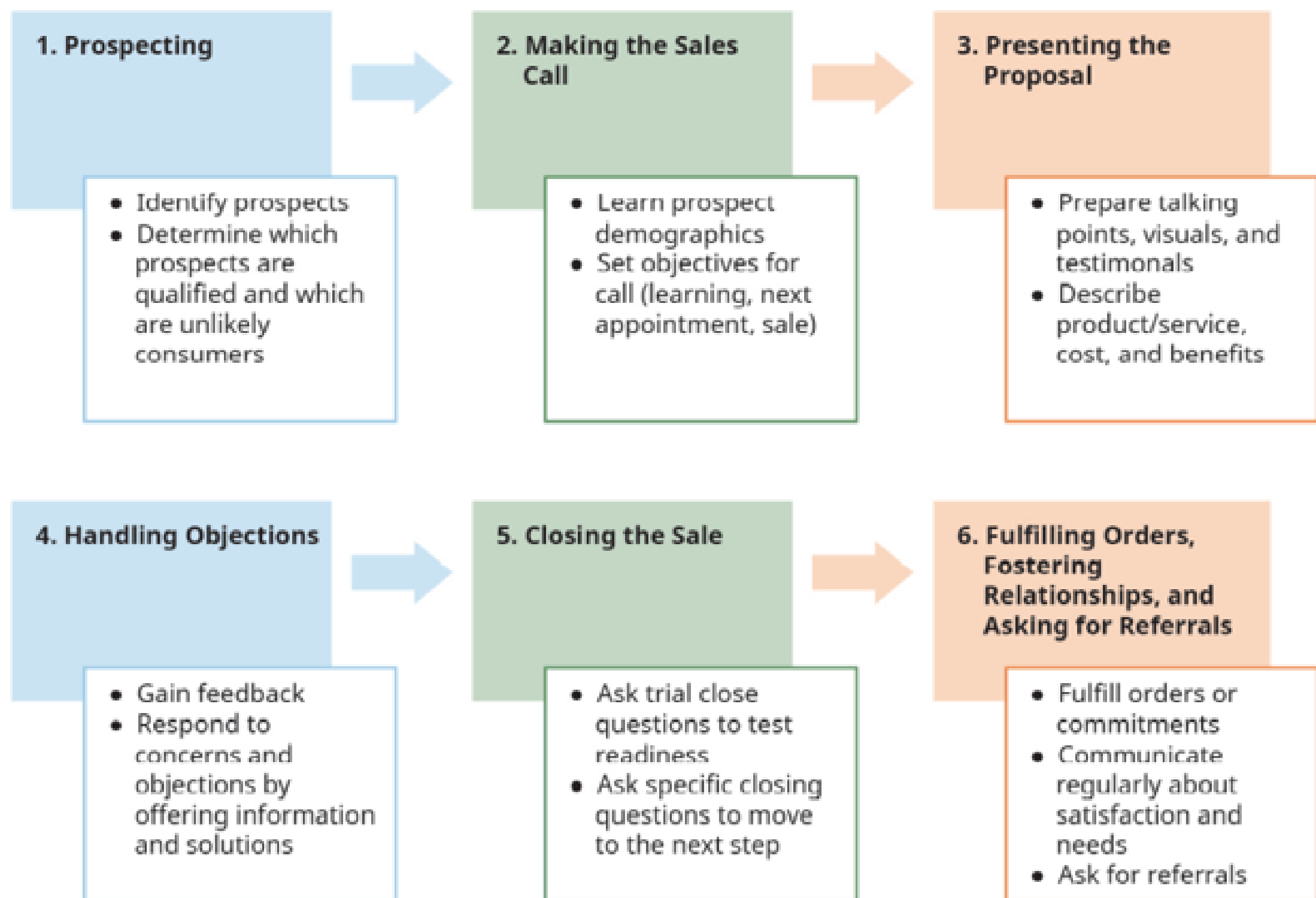
Having identified a market, it's time to prepare your sales strategy to approach the segment. A sales strategy is a plan that helps you identify and engage your customers starting from prospecting through closing the sale. Laverty and Little (2020) advise that such a sales plan must emphasize the unique benefits of the products or services offered that are superior to what the competitors are offering. Let's assume that you have a goal of closing two sales out of every twenty prospects per week, Laverty and Little (2020) suggest that your strategy should include:

- Doing some studies about potential customers and creating a wish-list
- Calling or reaching out to those people you have listed to set up an appointment to discuss your product or service
- Meeting with these people to present a proposal
- Dealing with objections
- Closing the deal, and

Nurturing the relationship after the deal is closed

“Having a clear picture of **YOUR** audience is the first step toward segmenting, targeting, and positioning yourself for your clients”

## Exhibit 1: The Marketing Process



(Source: Laverty & Little, 2020, p. 344)

The last point - nurturing the relationship after the deal is closed - is worth emphasizing as depicted in Exhibit 2. Thus, after-sales service is a great way to maintain a relationship with your clients and assures repeat patronage.

## Exhibit 2: Harvey Mackay's Quote



(Source: Cell Centre Life, 2022)

Your list of prospects might be long, with some appearing as very unlikely or standing last on the queue. Dizik (2022) contends that you must pay close attention to clients who are last on the queue. Citing the illustration from Abbey and Lossing, this researcher asserts that customers at the end of a line or queue are three times more likely to abandon the line than those farther ahead (Dizik, 2022).

I will conclude this section with the immortal words of Warren Buffet, who counsels that we should focus on our customers and lead our team as though their lives depend on our success.

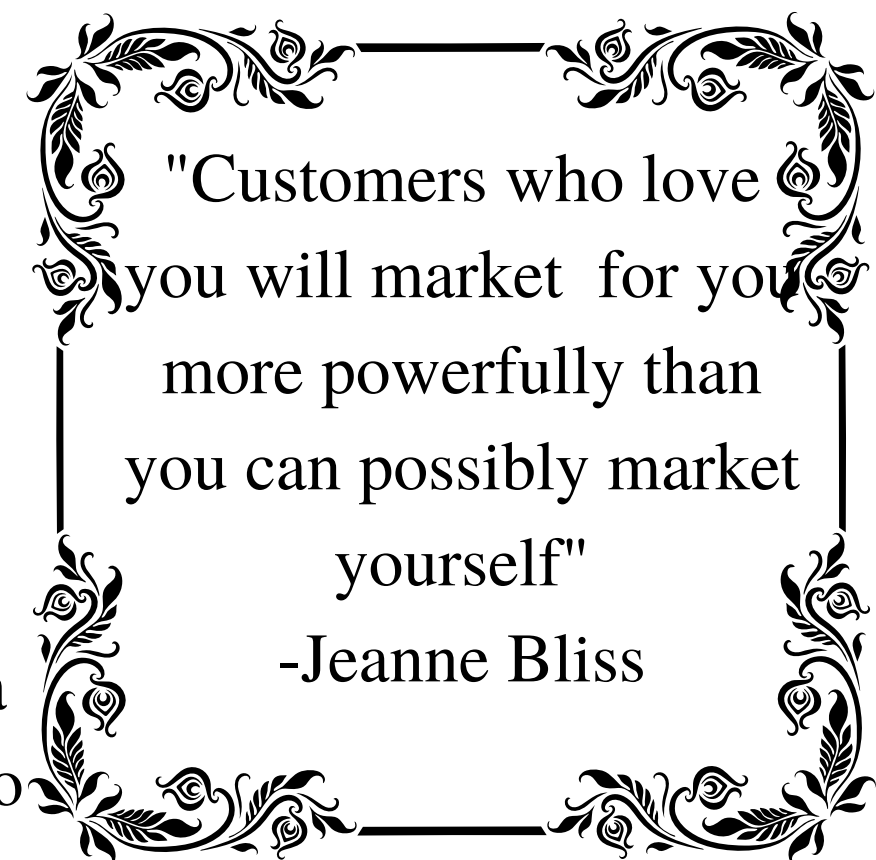
## **Second Secret: Client Satisfaction and Loyalty - Delight Your Clients**

Having acquired your clients, the next hurdle is how to keep your existing clients while acquiring new customers.

Research indicates that when your clients are satisfied, the chance of repeated patronage is very high (Sarkar, 2018; Laverty & Little, 2020; Kshatriya, 2020). Laverty and Little (2020) argue that for startups, personalizing the relationship with your clients is an effective way of building trust and keeping your customers satisfied. The use of some customer relationship management tools will be crucial, and my team can work with you to choose what is ideal for your business.

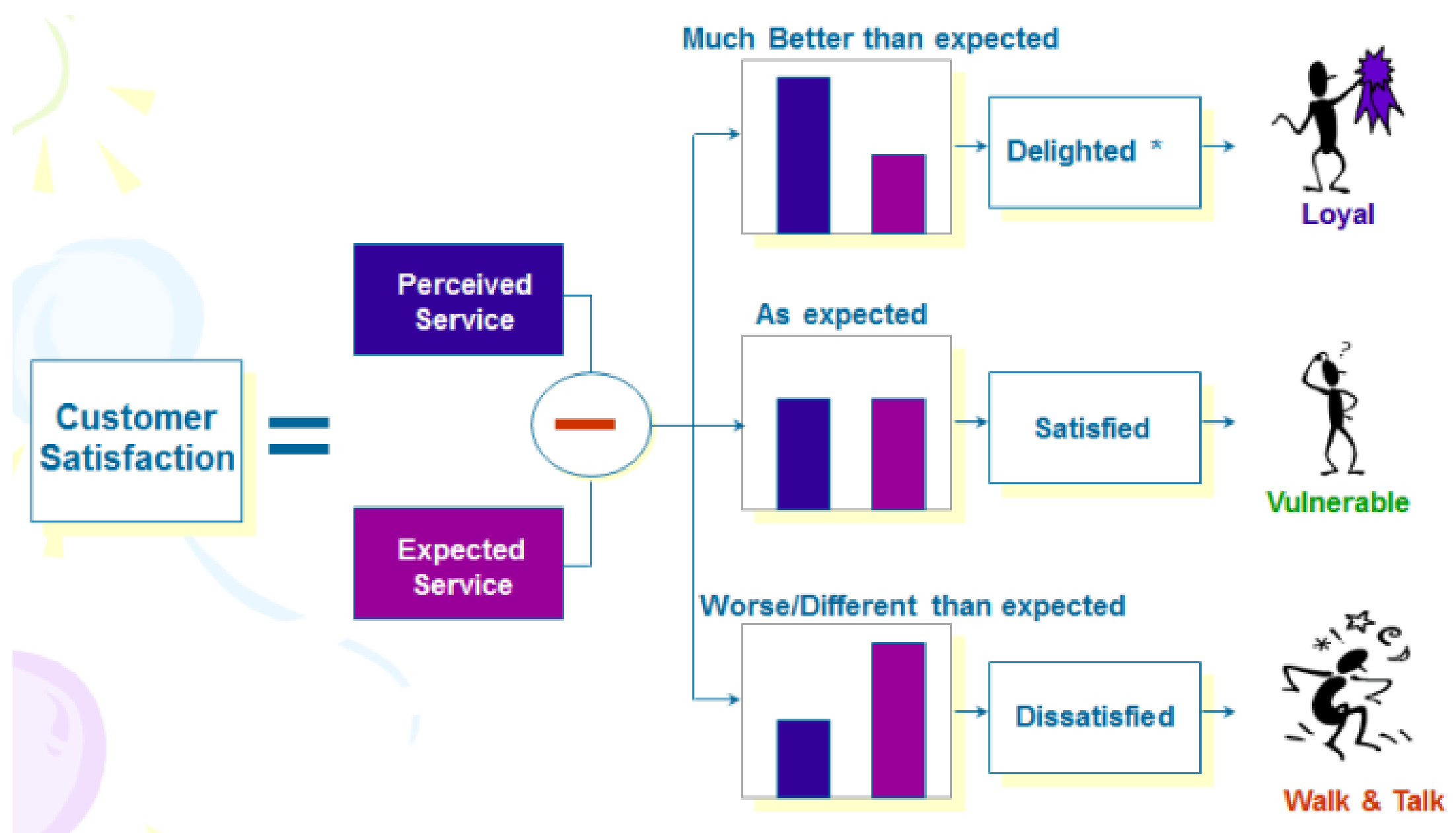
Owing to the competitiveness of the business environment, a firm's ability to satisfy its clients is dependent on its ability to satisfy its clients' needs through innovative products or services (Mahmoud et al., 2018). According to these researchers, innovation allows a firm to offer "new or adapted solutions to customer needs or problems in such a way that adds value as defined and used by customers" (Mahmoud et al., 2018, p. 402).

The concept of customer satisfaction has been around for a long time but to be able to fulfill the desires of your customers and satisfy your client, we need to understand the different levels of client satisfaction. The different levels of satisfaction are based on the perceived service and expected service as defined by the customers (Kshatriya, 2020). The author notes that when the services received by your clients are as expected, they are satisfied but they're still vulnerable.



However, when the services are worse or different than expected, your clients are dissatisfied. On the other hand, when services received are much better than expected, your customers become delighted and delighted customers are loyal clients. She concludes that “While customer satisfaction is all about the practical procedure of achieving goals and delivering value, customer delight is the emotional ‘wow’ factor that you add on” (Kshatriya, 2020). The process is depicted in Exhibit 3

### Exhibit 3: Levels of Client Satisfaction



(Source: Kshatriya, 2020)

Entrepreneurs should aim at delighting their customers and not merely satisfying them. According to Kshatriya (2020), customer delight can be achieved by following some time-tested strategies listed below:

- Switch to proactive but personalized messaging
- The right software to the rescue
- Segment your clients, and
- Share clients’ data amongst your team

For a step-by-step guide on how to keep your clients satisfied and delighted, take the course titled “How to satisfy your clients and keep them delighted.”

## **Third Secret: Don't Underestimate the Power of Networking – Build Robust Networks**

The world has become a global community where information about virtually everything is shared through various platforms, with social media being the most prolific nowadays. Networking is a veritable way to create awareness about your products and services, acquire new leads, identify industry best practices, build connections, develop confidence, and be abreast of business trends (K.F., 2021).

According to Razak (2017), networking has become one of the most underestimated activities that many entrepreneurs take part in. Overlooking the power of networking might spell doom for your business. Per Razak (2017), the following are some strategies you might adopt to tap into this goldmine to attract and acquire your clients.

- Choose the right networking events
- Use your elevator pitch effectively: don't panic!
- The business card swap - business card reader or app
- Don't waste any new contacts! – follow up with the right call to action at the right time.
- Get social – use different social media platforms – LinkedIn, Facebook, Instagram, etc.

Razak (2017) concludes that “A lot of making networking work for you is common sense. Find a forum you enjoy – be it a Facebook community or going to your industry monthly drinks reception – and plan ahead of time how you want the experience to work for you.”



(Source: Cell Centre Life, 2022)

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