

TAKE FIVE!

April 11, 2008 by Nancy Myrland, Myrland Marketing, Inc.

One of the most effective ways to build and retain client loyalty, not to mention the BEST way to stay in touch with what is on your clients' minds, is to get out of the office and go visit them.

If you do nothing else in your marketing action plan, commit to doing this: Call 5 clients TODAY AND TOMORROW and invite them to breakfast, to lunch, to come over to their office, to dinner, to your suite, whatever you have at your disposal, but make it perfectly clear that all you want to do is to get together and catch up with what is going on in their office, in their world, and in their company or firm. Make sure they know this is about them, not about you, and that you won't charge them for this time. When you get together, do not ask for business, do not pitch your services, just ask questions and listen. When you are finished, thank them for the opportunity, and even take a few minutes to write them a thank you note for sharing their busy time with you.

If you do this already, please reply and share your stories with us. If you start doing this today, reply and let us know how it goes!

Nancy

Nancy Myrland, President, Myrland Marketing, is a Professional Marketing Advisor with more than 20 years experience in partnering with clients to build their business by strengthening their relationships with their clients so they become more profitable. She is innovative, passionate, loyal, strategic, wise, and has a depth of knowledge to share with clients that comes from working in sales and business development, in marketing in corporate America with Time Warner, professional services, higher education, not-for-profits and membership associations. To find out more about Myrland Marketing, or to read Nancy's blog, please visit <http://myrlandmarketing.com/about-us>, or email Nancy @ nancy@myrlandmarketing.com.