



TRAINER'S BOX®

# Keep doubt out

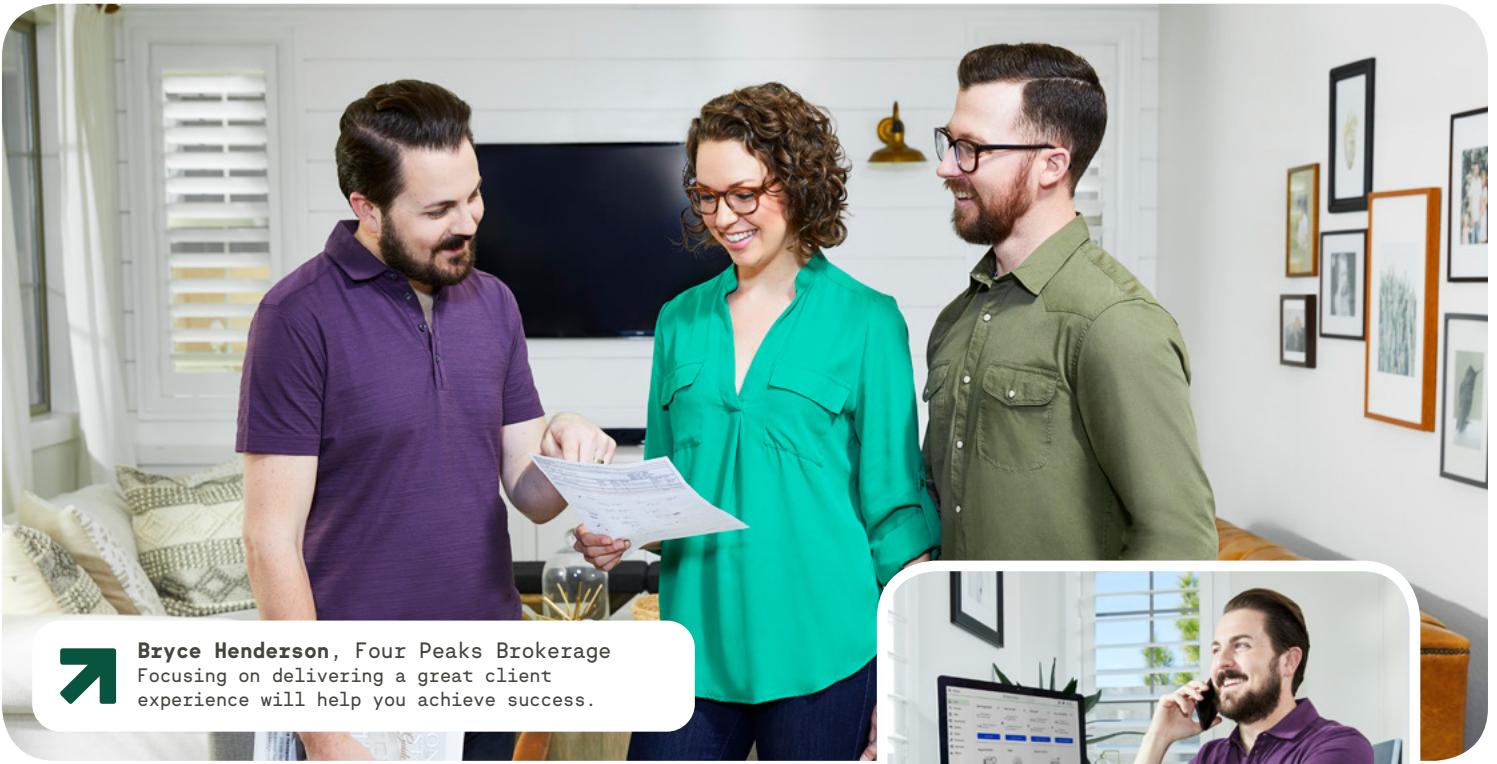
How to stay motivated and achieve small business success



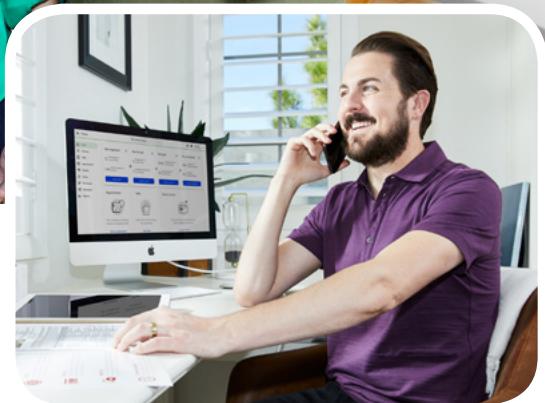
keap



As a small business owner who wears many hats, you're probably prone to second guessing yourself at every move. You may often feel like you've let 'something' slip through the cracks or maybe questioned how you handled a business transaction. In addition to your own self doubt, you probably also suffer a barrage of comments from friends and family who question whether you can run a successful business. They wonder why you left your salaried position with benefits to jump into the treacherous waters of running your own business.



**Bryce Henderson**, Four Peaks Brokerage  
Focusing on delivering a great client experience will help you achieve success.



At Keap, we strongly believe in silencing those doubters by taking the doubt—from other people or the voices in your head—and turning the negativity into motivation to keep going. By focusing on your business and delivering a great client experience, you'll keep doubt out and achieve the success you desire.

While customer service is important, it's no longer just about customer service. Consumers have come to expect excellent service before they become a client and while they're a client. They pay attention to how you interact with them and the details that go into providing them with excellent service because they want to buy from people they feel like they can trust and develop a relationship with.

The reactive customer service approach no longer works. These days, the proactive customer experience approach is the most important thing you can focus on to turn leads into loyal clients, close more business, make your business stand out in a competitive market, and put doubt in its place. Ideally, these clients will recommend your services to others. However, you may be wondering how you can get more of your clients to sing your praises.

This guide will help you understand what qualities clients value in a business and provides tips on how you can deliver a better customer experience and quiet the doubters for good.



## What do clients expect from your small business?

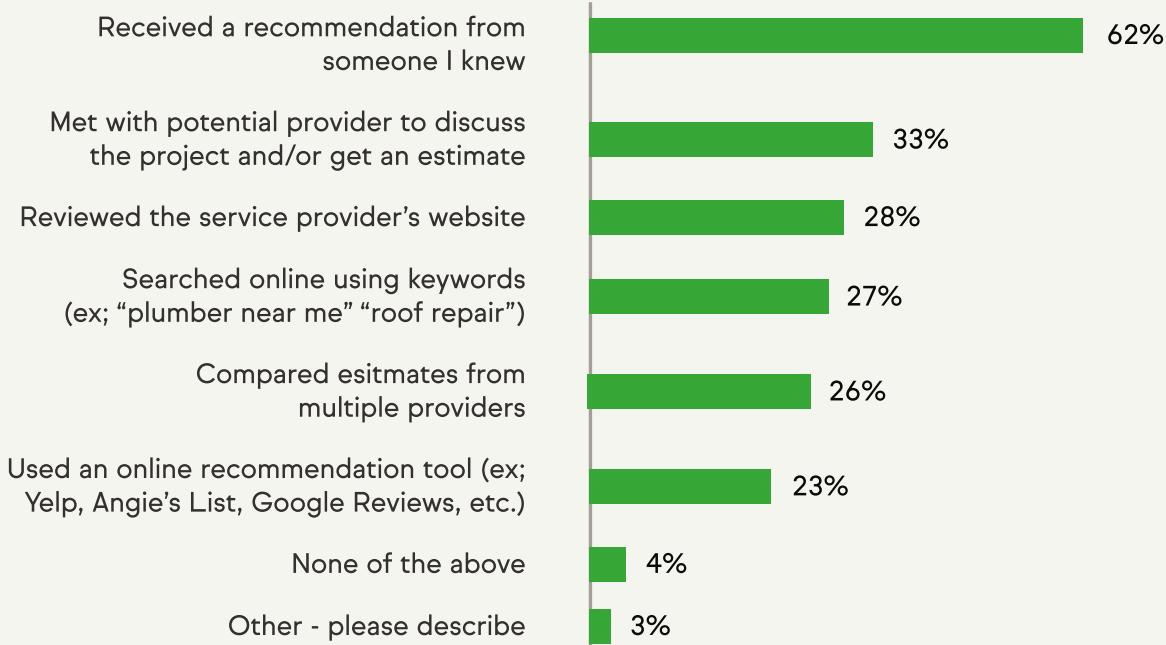
We interviewed 3,000 clients who hired a small business to find out what they consider good and bad service and how their expectations are being met or not met by small businesses.

# Top findings

## Happy clients refer new leads

Referrals from friends and family are powerful. It's the top method people use to find service-based small business providers. Sixty-two percent of people receive a recommendation from someone they know when they're searching for a service provider, and 89% hire someone who was referred to them.

How people find service providers

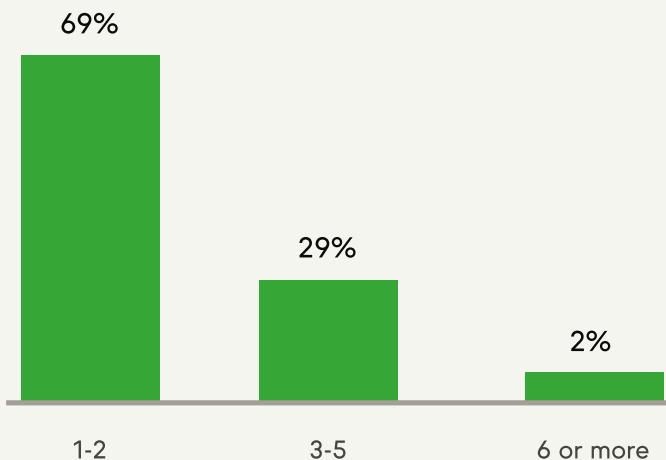




## People almost always consider more than 1 provider

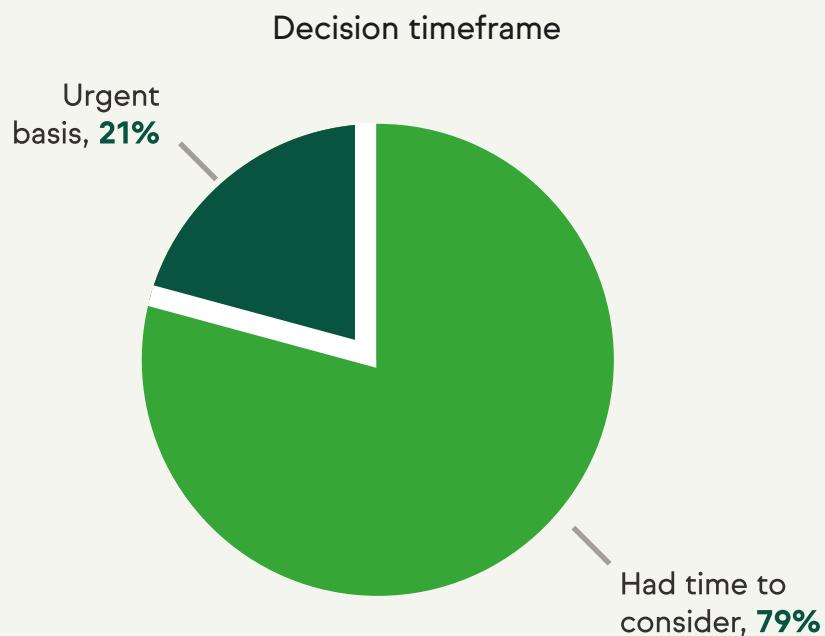
More than half of the respondents said they will seriously consider only 1 or 2 service providers before making their final decision while 29% will consider 3-5.

Number of service providers considered



## It takes time to find the right service provider

When looking for a service-based business, the majority of people (79%) spend a sufficient amount of time considering service providers before making a decision, while 21% make a decision on an urgent basis. This is the time where it's critical for small business service providers to take proactive steps to develop relationships with leads and let them know they're not just trying to win their business for the money, but they're willing to earn their trust and confidence.



## Top 5 qualities people are looking for in a service provider

We asked survey respondents to choose the most important qualities they look for when choosing a service provider, aside from receiving the right service at the right price. The 8 qualities they had to choose from were: dependable, pride/spirit, expertise, likeable, responsiveness, accommodating, professional, and trustworthy. Almost all respondents—97%—ranked trustworthy and dependable as the most important qualities in a service provider.

# Don't be pushy

**79% of clients** take their time researching service providers before making a decision.



## The top reason why people go with the competition

When making a purchase decision, it's not always about how much it's going to cost or one quote versus another. With digital technology and real-time information at consumer's fingertips, there's no time for "I'll get back to you later" anymore. People expect an immediate response all day every day; otherwise, they'll move on to the next business.

Here are a few more findings and tips to inspire you to be the business that gets hired and turns leads into happy clients.

### Be responsive

**44% of clients** won't hire service providers who don't follow up fast enough



### Make things easy

**36% of clients** won't bother with service providers who don't make appointment scheduling easy.



### Referrals matter

**89% of clients** are more likely to hire a service provider who was referred to them.

"Can you recommend a good..."

**62%** of clients ask someone they know for a recommendation when they're looking for a service provider.

## Clients shop around

Number of service providers considered:

**69%**

1–2

**29%**

3–5

**2%**

6+





# Top 5 qualities clients look for in a service provider

- 1 Trustworthy
- 2 Dependable
- 3 Knowledgeable
- 4 Responsive
- 5 Professional

To help you achieve these qualities, below are a few tips you can use to create a plan for delivering a better experience.

- 1 Get started by reaching out to your top 20% of clients who are loyal to your business and ask them how they're doing and if you're doing everything you can to help them solve the problem your product or service solves.
- 2 Take their feedback and use it as an opportunity to make the necessary changes to start delivering a wow-factor experience.
- 3 Take a look at your day-to-day workflows and see where you can simplify and incorporate automation into your business to free up your time to develop relationships with leads and clients.

Keeping doubt out takes some work, but in the end, it will be well worth all the effort. Just think of all the happy clients who will be raving to their friends and family about your business and the positive impact it will have on your business reputation and sales.



“Your most unhappy customers are your greatest source of learning.”

- Bill Gates

Use this interactive worksheet to help you create your plan and develop a wow-factor experience.



## **Creating an experience that wows your clients requires precise timing throughout the customer journey**

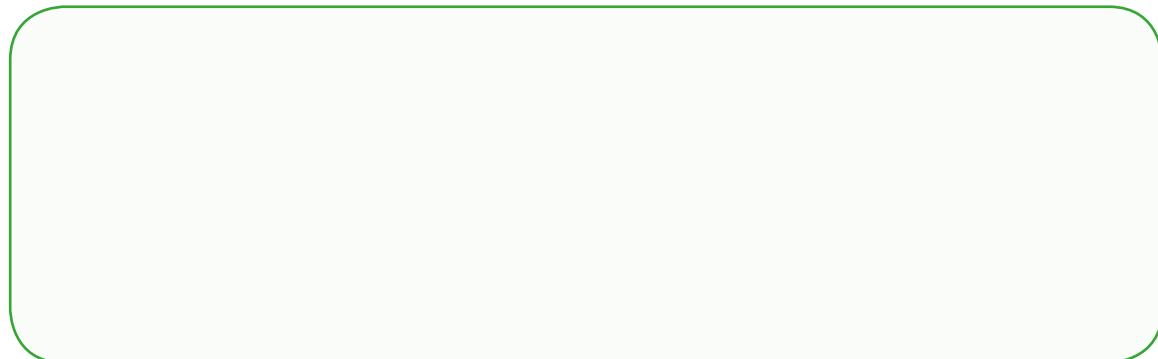
Determining when to reach out to leads and clients throughout the customer journey—from lead to happy client—requires a bit of strategy. The easiest way to do this is to figure out how you can help leads and clients today and in the future.

The solution doesn't have to be your specific product or service, nor does it have to result in a sale. Your solution can be as easy as providing tips and resources related to their inquiries.

## 5 ways to wow new leads and turn them into happy clients:

- 1 **Build trust:** People want to work with businesses they can trust and feel like they're in good hands. Provide truthful and straightforward information at all times.
  - 2 **Be dependable:** People want to work with businesses they can count on to provide reliable and consistent quality service. Make sure leads know they can always count on you.
  - 3 **Show your expertise:** Demonstrate your expert knowledge in the product or service you offer. Leads who feel confident in their decision are more likely to invest in your business.
  - 4 **Respond quickly:** Being responsive is more important than ever. With today's accessibility to quick information, people have come to expect quick responses and they want problems resolved quickly.
  - 5 **Be professional:** When people are choosing a business, they observe every detail. Make sure you always show up professionally, even during times of conflict.
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**What steps do I take to help leads know they're in good hands and they can trust me? (Client testimonials, credentials, etc.)**



**How can I make leads feel like they can depend on me?** (Being punctual, following up on time, etc.)

**How can I show leads I'm an expert in my line of work?** (Sharing helpful information, client recommendations, etc.)

**What can I do to be more responsive?** (Auto-response emails or texts, send quotes quickly, etc.)

**How can I demonstrate my professionalism?** (Be on time, dress appropriately for your type of business, etc.)

**Here are 3 ways to tactfully increase revenue and client satisfaction while continuing to be helpful and quieting the doubters:**

- 1** **Cross-sell:** Clients aren't always aware of the perfect product or service pairings, and may be willing to purchase related items that enhance their experience.
- 2** **Upsell:** Listen to your clients and try to understand their needs. They might be willing to pay extra for special treatment, warranties or monthly programs.
- 3** **New products:** Help your clients by identifying things that will enhance their lives by notifying them of new products or services.

**What products or services do I offer that are often purchased together, or that clients would consider a must-have based on their previous buying history?**

(Accessories, software, etc.)

**What are my upsell opportunities? What can I offer as a higher level of service?**

(Warranty, special treatment, etc.)

**What do I do to encourage existing clients to buy new products or services?**

# Wow clients (and silence doubters) worksheet

1. Check the box next to the items that you could use to wow your clients.
2. Sparked a new idea? Add additional thoughts in the spaces provided.

## Cost-effective ways to wow your leads and clients

Follow up with a quick call or text to see how things are going after they buy your product or service	Give them bonus items with their purchase
Follow up with personalized emails	Call them and say thank you
Answer questions in a timely manner	Send a handwritten thank you note
Send a \$5 gift card with every purchase	Send a magnetic reference guide, chart, or calendar with your logo on it
Start a rewards or loyalty program	Feature a client on your website
Provide a surprise discount	Send cookies, fruit, or flowers
Send a book with a personal note	Make a donation on their behalf to their favorite charity
Send them their favorite food or snack	Plant a tree on behalf of your client
Provide special private shopping hours or prizes during certain hours	Meet up with clients in the cities that you are visiting
Throw a party for all of your clients at your next major event	Randomly select a few customers to receive one of your products or services for free
Provide a gift card for an item in your store or on your website	Provide a free upgrade
Provide offers to clients who contribute ideas or engage with your company online	Send swag with your company logo on it (coffee mug, water bottle, shirt, etc.)
Celebrate an event, such as a birthday or anniversary	Schedule lunch at your office and invite clients to attend and share feedback
Celebrate a milestone, such as number of years as a customer	Tell your clients how their feedback was implemented
Send a gift card for a free car wash	Create a video message and send it via email
Offer free wrapping for product purchases	Give them a dinner-and-a-movie gift card
Respond to complaints right away	Upgrade their shipping to priority mail
Send a box of office supplies	
Send them a travel mug with a coffee shop gift card	
Provide group or bulk order discounts	
Follow them on social media and give them a shout out	