
A.R.M. Your Business for Success

Business success does not occur unless a systematic approach toward this goal exists. Too many business owners assume if they offer a good product or service at a reasonable cost to the consumer, success will follow. In today's market place it is no longer sufficient to rely just on price and product to realize business growth.

Three important strategies in a business operation will markedly affect the level of success realized in any enterprise. Having specific practices that can actualize positive results for each one of these variables will greatly increase the level of success realized in a business.

A. Acquisition of Customers

First, who is the customer you want to attract to become a part of your client base. Can you define who they are, and where you are most likely to find them? What is your value statement you want to deliver to this group? How do you differentiate your business from others within your industry? Have you developed marketing and advertising that will capture your desired customer's attention? What programs for a new customer are in place that are a call to action for them to do business with you?

R. Retention of Clients

Once a customer has become a member of your client base, what do you do to keep them? Providing just a good product and price is no longer enough to have a client continue to vote for you with their checkbook. They expect this at minimum - what you do beyond this is what will separate you from your competitors - good is not enough...exceptional, ah-hah experiences of your clients is needed to not only keep them, but to turn them into advocates for your business. You have already invested in acquiring them as a client - you need to continue reinvesting in your client base so that with each interaction they leave knowing they are still convinced their best interest remains in doing business with you. Your client cannot be taken for granted - remember they are the new customer a competitor is trying to acquire.

M. Managing Relationships

How a customer feels about doing business with you - what's the relationship they have with you- will determine how long they continue as a client than what your product or price is. People are simply human and want to feel important with those they give their money to, treated well, and given efficiency as a respectful reminder of their time. The most important word in the human language is two letters long - "Me" - and every person has this internal value of themselves within. The successful business will connect to the "me" in their clients by developing a relationship that demonstrates a real appreciation for their customer, an understanding of their needs, and endeavor to continue nurturing this relationship far into the future.