

INCREASE THE VALUE OF EXISTING CLIENTS.

Why is marketing to existing clients important?

1. Marketing costs are lower and less non-billable time involved.
2. You are usually in a non-competitive situation.
3. There is less write off time in coming up to speed.
4. An existing client can be less price sensitive, and if not, feels more comfortable discussing the issue with you in order to find resolution.
5. The work offered often becomes more challenging as trust grows in your ability to deliver.

Reasons often given for not marketing to existing clients.

1. There may not be any potential for further work. This may be true but it is important to remember the possibility of referrals.
2. There is the fear that the client may consider you are treating them as an easy source of new work – comments from clients when interviewed tend to dispel this fear.
3. There may be some staleness about doing the same work for the same client and there is an incentive to give more time comparatively to new work from a new client. However, if you are using the ideas in the rest of this paper, you will find opportunities to be proactive and the work becomes more interesting.

How to make the most of the potential of existing clients

1. Identify your top revenue producing clients.
2. Evaluate the potential of each selected client involving everyone, including support staff, who has had contact with that client.
3. Identify who should be involved in seeking the ongoing work and what steps need to be taken to achieve the identified potential.

Developing the plan of action for each client

If there is considerable potential for ongoing work with a client, it is important that the following three steps are undertaken. A simple written plan helps clarify what will be done at each step, who is responsible for each action and enables the monitoring of progress.

1. Ensure that the client will use you again
 - Do the current work extremely well and establish a good level of ongoing communication.
 - Develop the business relationship
 - Develop the personal relationship

2. Ensure that you will be in a better position to do new work for each selected client
 - Increase the knowledge of the client's industry, their competition and the environment in which they operate
 - Increase the knowledge of the client's business and their organisation
3. Find and follow up on the next assignment
 - Use your increased knowledge of the client to identify relevant and critical action for the client's situation.
 - Use your relationship building skills over time to become part of the client's team. This ensures you will have involvement at the right time and be able to advise and influence the client's decision making.

Need assistance to put some of these techniques into practice? Arrange with Jan for some individual coaching.