

Attracting Business

“A lasso just won’t do it. Neither will a harness, a come-along, or a whole pack of sheepdogs. No, there are better ways to get customers to your door, but what are they? What’s the secret to snaring new clients?” This is the way Terri Schlichenmeyer, Owner of The Bookworm Sez started her published book review about Joe Calloway’s new book “Magnetic: The Art of Attracting Business”.

This topic is front and center in the minds of small business owners. Can you picture it….A long line down the sidewalk. For a business owner, there’s nothing better than to see customers waiting to give you their money. It’s irresistible and, says Joe Calloway, it’s “what magnetic looks like.”

I like that analogy. Magnetic is a way of business that attracts customers old and new. It’s a method for pulling in new clients by tapping into “the greatest marketing program of all time,” also known as word of mouth. “The single most important factor in the future success of your business,” Calloway says, “is this: what your customers tell people about their experience with you.” Making sure that it’s positive is “the single most important thing…to grow your business.”

That’s done by determining the three things you want your customers to say about you, and the three things that you “must get right every time.” Those, says Calloway, are the “guiding elements of” a successful business. They can’t be general; they must be specific and “intentional” because you can’t, of course, control people but you can control your corporation and its culture.

Don’t rest on being “different,” however; Calloway says that being better is the key to magnetism. It’s also important to know that the greatest threat is irrelevancy: remember that your customers are connected, most will research you online, they know about the next new thing (even if you don’t), they have other choices in purchasing, and they won’t settle for anything less than immediacy. Don’t, therefore, sit on an email or tweet from a customer; to do so is to lose out.

A few of Calloway’s strategies for becoming a customer magnet include:

✓ The other guy has to win. In business (and in life), the only rock solid, bulletproof strategy to create and sustain success is to create winners. You have to be sure that your employees, your business partners, and certainly your customers feel that they win through their associations with you.

✓ Simplify the way you think about your business. We all tend to make things way more complicated than they need to be.
Know the three things that you must get right every day in order to succeed. An international freight company has boiled it down to this: Pick it up when you said you would; deliver it when you said you would; deliver it intact and all there. If you can get everyone in the organization to know and execute on the three most important things for you and your customers, your success is sure.

Understand that the biggest ‘WOW’ factor is to have your customers saying “Wow! These guys get it right every time.” Focus on quality and value – they always win.

Remember that what you say about yourself, whether it’s in advertising or on social media, means little in comparison to what your customers are saying about you. Your strategy should create positive word of mouth, which drives new business to you.

Schlichenmeyer summarized the book very well, “Finally, remember that while you should work to “re-earn” customer loyalty every day, there will be times when “no” is the proper response to a client request. Cultivate a “filter” and don’t feel guilty when you listen to it. Common-sense stuff? Yes, it is, and somewhat repetitive but be patient. Once you get to the nitty-gritty of what’s inside “Magnetic,” there’s plenty to learn.”

Or, would you like to see him in person? The Minnesota District of SCORE is hosting an Executive Forum on January 28th at 3:00PM at Surly Brewing Company in Minneapolis which will feature Joe Calloway in person. Contact me for more details.

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