




**4 GREAT WAYS TO  
MAKE YOUR  
CUSTOMERS  
HAPPY**





Ask any reseller about the secret to customer loyalty and he'll probably mention the Wow Factor. You know the concept. You work really hard to impress your customers. You go that extra mile and hope that they're so thrilled with your services that they won't even consider buying from one of your competitors.

Sounds simple, right? The problem is, it's just not true.

A recent [study of Australian consumers](#) showed that 97 percent surveyed felt no particular loyalty to their favorite brand.

Source: CMO from IDG, November 2016

Canadian Marketing Specialist Marc Gordon says the idea of knocking yourself out to get loyal customers is a thing of the past.

“This is poppycock; this is baloney. It might have applied in 1983, but it doesn't apply today.”

In fact, Gordon points out that saying yes to your customers all the time can actually increase your costs by 10 to 30 percent. And don't even think about being able to recuperate this money down the line. Once you start the ball rolling with extra effort and services, your customers will start to think this is normal and expect preferential treatment all the time. And when things go wrong? Steel yourself for a nasty surprise.

“I see so many companies busting their butt to make their customers happy and it's not working. When it works, it's great. But when the transaction goes south, it has four times the impact. That means if you wow them and make them happy four times and then something goes wrong, that one negative experience could potentially wipe out all the good you've done.”



**Marc Gordon**  
**Marketing Specialist**

Marc brings more than 25 years of marketing experience empowering businesses to create remarkable customer experiences that build relationships and loyalty. The Oprah Winfrey Network has referred to him as a “Marketing Superstar.” Some of his clients include several Fortune 500 companies.

Gordon presented his plan for Selling Happiness at SherWeb's Accelerate partner conference in Toronto last year.

He said what resellers have to understand is that all customers have a plateau for loyalty and once you reach that, you're skating on thin ice.

“The minute you drop the ball, or the minute they're not happy, they've got your competitor on speed dial.”

So, what's the solution? You've got to find your customers' sweet spot. You have to be able to wow them without draining all your energy and resources. Sounds interesting, but how does it work?

The trick is to offer your customers an effortless, stress-free transaction. One that makes them happy. Just look at Tim Horton's. This coffee chain isn't trying to wow its customers. It just wants to serve the same type of coffee with the same level of service. Every time. As Gordon says, no one has ever walked out of a Tim Horton's coffee shop shouting to the rooftops about the great cup of brew they just had. They just wanted coffee and they got it. Period.

## HERE ARE GORDON'S FOUR STEPS TO SELLING HAPPINESS TO YOUR CUSTOMERS.



# 1

## Values

### STICK TO YOUR PERSONAL AND CORPORATE VALUES

Most businesses develop target markets and try to change their company to suit their customers. Gordon says this is a big mistake because the customer you think you want may be the one who actually hurts your business. He points out that half the time, your target market doesn't even know what it wants. If you keep chasing these ideal customers, you'll get into a trap of constantly evolving your business just to please them. And we all know how expensive that can be.

# 2

## MANAGE EXPECTATIONS

McDonald's is a master at this game. You go into a McDonald's restaurant to buy a Big Mac and you're rarely disappointed. It's usually exactly what you expected. McDonald's has added value to its product by managing your expectations. So how could you apply this to your own business? Try this. Offer your customer a free service; one that would normally cost about \$500. Send them an invoice for the paid services, plus a separate invoice for the free service. At the bottom of the second invoice, include a line that says 'Preferred Client Discount: \$500.' The balance at the bottom of this invoice should read \$0. Gordon says you accomplish two things with this method:

- You make your customer happy
- You add value to what you've done

"They're getting \$500 worth of free stuff. And when they put a value on it, they appreciate it. Nobody appreciates anything that has no value."

Ms  
Current Name  
Street Name. 1  
70000 City Name

## Invoice

Dear Ms Current Name,  
I authorize myself to make following In

Num.	Qty	Units	Article Nr.
1	1	pcs	

1	33	pcs.	
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1	1	pcs	
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Total

VAT

# 3

## IDENTIFY POTENTIAL STICKY SPOTS

There are various points along the customer journey that have the potential to go wrong. Having trouble getting parts? Maybe you can't get a technician on-site at the right time. Gordon says you have to be able to anticipate these types of problems before they occur. This will define your ability to give your customer the best chance of having a smooth transaction. He also suggests you get your vendors onboard so they can help you prevent other problems.

# 4

## STOP TREATING YOUR CUSTOMERS EQUALLY

Treat them fairly instead. You'll have all kinds of customers; some who will help you pay your rent, others who provide enough revenue to pay your bills. And, you'll have difficult customers; the ones who ask the most from you, demand the greatest discounts and are the slowest to pay their bills. Gordon says it would be nice to treat all customers the same, but the more demanding customers just won't appreciate what you're doing. The more you give, the higher they raise the bar and the higher they raise the bar, the more they start to expect more from you. As a result, going that extra mile just becomes business as usual. You have to understand who your best clients are and where the lion's share of your revenue is coming from.

Gordon says if you can give your customers what they want, if you avoid the sticky spots and make their lives stress-free, you're selling happiness.

"A lot of people think they want to be wowed. The truth is, what they really want is something that is easy, convenient and stress free. What you're really selling is happiness."

This is just one example of the tricks you can learn in our MSP MasterClass series.

SERVICE LEVEL



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AT OUR MSP MASTERCLASS SERIES***

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