

XENA'S PROMO BATTLE TIPS

A Sales Warrior's Guide to Getting the Most from your Promotional Product Dollar



What Makes You A Good Client?

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I LOVE good clients.

Especially when they remind me what it takes to be a good client.

Let me tell you about one of my good clients.

She's trusted me for years to be her "gal that does all my beautiful logo'd gifts" and I'm

all kinds of thankful for the business and the relationship we've created.

A few weeks ago I received an invite from her to join her "team" of suppliers on the company private yacht for an evening of dinner and touring the waters of Vancouver.

This was her way of saying "thank you" to her core team of people, her clients, who "make me look good to the boss."

When I discovered her "team" was a select 16 people, I felt honored to be one of them and to have experienced what turned out to be an evening of stunning scenery, luscious food and oh-so-tasty wine with a [group of great people](#).

At some point in the evening, the yacht, the food, our gorgeous city and even the kid-tastic bunk bed drifted off in the sea of my mind and I was struck by her gratitude for each of us...and it got me thinking:

Was I a Good Client and what makes someone a Good Client?

Clearly, for her I was, but was I for every person I had client interactions with? I know for certain I have my moments when I'm not the best client (don't we all?). Like when I get stinky with the poor guy in the "customer service" area of my phone carrier - don't get me started.

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Promotional Business Tools

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[Golf Tournament IG Promo](#)
Organic Cotton Polos

[One Percent For The Planet](#)
Keep Earth In Business

[Pacific Regeneration Technologies](#)
Plant a Tree. Grow your Brand.

[AshCity WorldWide Clothing](#)
Think Pink For Breast Cancer

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1% World Wildlife Fund

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Certified Eco Yarn Blankets and

But I know too, there are certain **qualities that contribute to being a good client** that come out of interacting with good clients; strutting back and forth on our catwalks of life in a kind of mutual modeling of goodness, refining our better selves.

So, what makes *me* a good client?

Being Communicative: I've got a here's-everything-you-need-to-know style of communication and though that may be too much for some, it has **opened many doors and saved a lot of potentially wasted time and money.** If I neglect to tell you the reasons we risk your in-hands date for your product and just take the order, let the cards fall and we miss your event, well, I think that makes me a bad sales person and a lousy client to you. If, however, I communicate the risks *upfront*, then you can make an alternative plan based on the information you have, rather than going blindly forward.

Being Open Minded: I get cranky when I can't get what I want (yes, I'm working on that) but I know I am a good client when I **stay open to alternative solutions.** When a supplier tells me they're out of stock on the jacket my client just ordered, but then says, "How about this jacket and I offer it to you at the same price?," my mind opens like the arms of a child in a near tantrum whose [just been given a lollipop](#) because I *know* this solution could make my client *and* my supplier happy.

Having an Opinion: I like sharing opinions with clients and I like when they do the same. I have often said to clients, "Are you sure you want *that* product? It's very poor quality." Yes, it has cost me an order on *rare occasion*, when I've refused to sell poor quality, but I'll stand by my opinion of not wasting clients' money. In the end I know, if they trusted me, **they'll be happier they took that opinion into account, especially if it saved them money or time, or both.** Good clients share opinions - not in a [stubborn and stuck way](#) but with the goal to finding the best solutions to the need at the time.

Being Appreciative: I can't imagine anything better for relationships than **valuing the other person**, whether in business or your personal life. *It doesn't mean you have to take every client out on a private yacht.* Maybe it's a simple email, or card that says, "Thanks for the business!" Maybe it's bringing cupcakes to a meeting (yes, Tim Hortons is a suitable substitute). Maybe it's a phone call saying, "Hey, the boss is thrilled with the project. Thank you so much!"

Oh sure, a ride on a private yacht is a delectable delight and can make a gal feel pretty darn valued, but it's the message of appreciation that really rocked my boat.

What makes *you* a good client? Really, I want to know. [Email me!](#)

Interested in what other people said makes them a good client? [Check these out.](#)

Image by [Creative Mornings via Flickr](#)

About Xena Sales Warrior

As your **Marketing and Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promo-needs.

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"Achieving Greatness Starts with Asking The Right Questions. What's Holding You Back?"

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Bottom Line: Making you look great everytime.



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