



The Biggest Lie you'll ever tell yourself.

“I have all my clients Money” and its twin sister “My clients can't afford anything else”

A profitable business is not built on just attracting new customers. Every business depends on repeat business – even a financial services practice like yours.

To double, triple or even quadruple your production, do two things.

1 - change your mind about this fact!

2 – implement annual client reviews, do a thorough fact-finding, and give stellar customer service to your clients.

If it's smart business to keep your existing customers coming back, then it stands to reason, it's probably not so smart to ignore them in favor of finding new clients. USA TODAY says that it takes 40 times as much money and effort to acquire a new client as it does to keep a current one.

If someone asks you how much of your volume comes from business generated from your current clients and your answer is “very little” that's the wrong answer. You are NOT doing something right. And if you think you have all their money or they can't afford anything else, you've sold yourself a lie. Change this belief and you're on your way to increasing your production exponentially.

Four things to remember

- No matter how good you are you aren't going to get all your clients business on the first sale. There's always more business to write.
- Someone else is always trying to sell your clients and replace your business.
- Your customer is not your client until they've bought at least three times. The more they buy the more loyal they become, (they become anchored) and the more they buy the more often they will refer others to you.
- Peoples situation change, jobs, children, marriage, divorce, homes, attitudes and concerns. All these add up to more sales opportunities, and the only way you'll know about these opportunities is to stay in touch.

The easiest and most effective way to grow your business is to do annual client reviews, and create fun and educational opportunities to meet with your clients and their friends.

Remember, *anything will work if you do.*

Most people miss opportunity because it is dressed in overalls and looks like work.

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