FEED THE PIPE | Ensuring Client Delight & Gathering Referrals

Asking a few short questions of your clients when you wrap up a job or finish serving them is a great way to show you care. It helps keeps them supported and engaged, builds further trust and sets the stage for them to refer others who might appreciate the same remarkable service you've provided to them. It requires discipline and focus from everyone on the team, but will give a valuable return on your efforts.

AFTER EVERY PROJECT / SERVICE, ASK THE CLIENT 4 QUESTIONS (in person wherever possible):

1. ***(Name of client), it looks like we were able to deliver what you were looking for with (name the product /service). (Allow client to confirm). That's fantastic… because it's really important for me and our entire team to provide high value for those we serve – and a great experience! Would you mind if I asked a couple more brief questions?***

2. ***What did our team do well that made your experience with us so very good for you?***

3. ***Are there one or two things could we do differently that would make your experience with us even better? If so, what would they be?***

4. ***Invitation: "We love working with people just like you! Over the years we have found that our best source of new customers is when customers like you refer us to your friends. With that in mind I would like to offer you a very special friends and family offer—only available to you or someone you refer. Do you have any family or friends you think would appreciate the same kind of experience you've had with us?"***

TO OPTIMIZE YOUR FEEDBACK, CONSIDER THE FOLLOWING TIPS:

1. TIMING: The best time to get the feedback is when they are most delighted! Usually this is while things are "hot". (e.g. while staff are in-person, wrapping up / doing final touches)
2. TEMPLATE IT: The team will need an SOP (Standard Operating Procedure) to set out how feedback is requested and how it is recorded and filed for future use. If you need help on how to create an SOP let us know and we can supply a tool to help you.
3. KEEP IT SIMPLE: As with your completed project, make the process delightful for the client. Keep it short and easy for them.
4. FOLLOWUP: If the client is not available for feedback / comment prior to the team leaving the site then ask for feedback as soon as possible after. Inform them when you'll follow-up by. In this case, phone calls are best, then email as needed.
5. THANK-YOU: For feedback received, follow up with a personalized "Thank you"; something that would be meaningful specific to your client.
6. TESTIMONIALS: If you are also looking to use their comments as quotes for marketing you will need to ensure they have signed a media release permiting you to legally use their comments. You could send it along with other wrap up documents such as warranties, invoices, etc.

DONE WELL THIS PROCESS WILL:

1. **Help invite your clients to be part of your "sales team"**
2. **Generate high value leads for future clients that convert easily**
3. **Dramatically reduce the effort needed in the sales process**
4. **Build your brand story in the community**