

# TRUTH 6

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## About Customers

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Create Raving Fans



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## Who are they, where are they, what do they need?

*It takes years to build a great reputation,  
and five minutes to lose it*

A Healthy Bouncy Business gains a great deal of its ongoing and new business from word of mouth and referrals, which are all based on reputation.

Every successful business has satisfied customers, but referrals on the whole do not come from most satisfied customers. Only customers that have turned into fans or advocates of your business go out of their way to tell their family and friends about your business and their experience with it, and do so with such enthusiasm that actual business follows.

Satisfied customers will stick with a product or service until something better comes along. Sometimes satisfied customers will even disappear for no identifiable reason; simple boredom might be enough to lose these satisfied customers.

**Customers who have been converted to fans, however, will actively resist other offerings because they feel personally and emotionally invested in the business. In turn, they feel that the business is truly committed to the relationship.**

Customers who have become fans of a business believe that the business truly cares for them, is interested in them, and takes full responsibility for managing the relationship between the business and the customer.

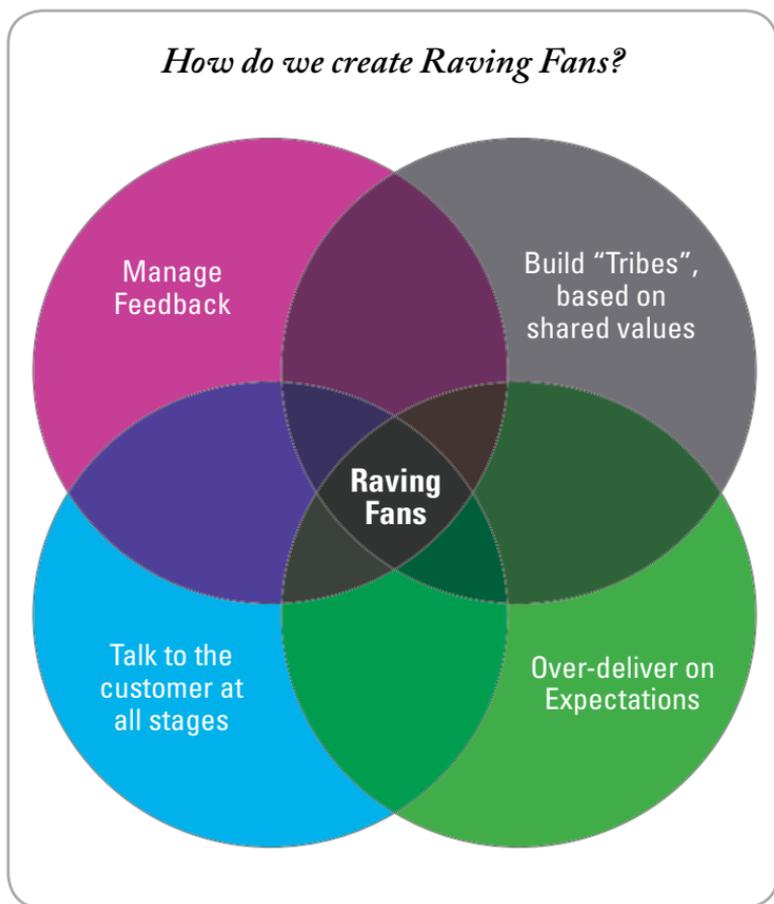
For customers to become advocates, or Raving Fans, of a business, they need to feel (at an emotional level, rather than a logical one) that:

- The business (and therefore its staff) acts with integrity and authenticity.
- The business has something truly useful to offer the customer.
- The business works to exceed the expectations of the customer, always.
- The relationship is about more than just money.
- The people in the business are passionate about the business.
- The business sees the customer as a partner in business.
- The business displays all of the above consistently.

Clearly the process of creating Raving Fans must start with creating satisfied customers, which is a challenging enough task in its own right. A Healthy Bouncy Business considers it to be the starting point, however, and will constantly be focused on the highest level of customer satisfaction. Ultimately, it is that last point, the consistency that often proves to hold the greatest challenge for most businesses.

Consistency is one of the greatest differentiators between a Healthy Bouncy Business and everyone else (also see final chapter, *Bonus Truth*).

The benefits of this consistent and constant focus on converting satisfied customers into enthusiastic advocates of your business are virtually immeasurable. The business owner who consistently creates Raving Fans will have only one significant problem - what to do with all the profit.



## Daniel's Bedtime Story

Once upon a time a long, long time ago in a land not unlike Australia... I worked with a small business owner called Daniel, who owned a small supermarket in the inner city. For years Daniel's supermarket was travelling along ok with modest growth, enough to pay a reasonable wage to Daniel, but not much more. Customers would come and go, and if a new supermarket, deli or grocery store opened within a certain radius from Daniel's shop, he would lose a percentage of his customers for a while until he would slowly get back to where he was. Daniel's customers were usually quite satisfied - but nothing more.

When we started working together, we decided to focus on turning a significant percentage of Daniel's customers into Raving Fans. The process was a comprehensive one and included training his staff, putting on more specials, increasing his range and stock levels, raffles, a website, newsletters, and more. Though the essence of the process was that every week Daniel and I would ask this question: "What else would my customers want?"

Now a couple of years later, Daniel's turnover and profit have soared because his customers have become nearly evangelical in their support of his supermarket. Every week new customers turn up - because a friend has told them they simply must start shopping at Daniel's store. Daniel is about to repeat his winning formula in a second store in the city.

And Daniel lived happily ever after...

# Next Steps

1. Ask yourself: What percentage of your customers are Raving Fans?
2. List your Raving Fan customers.
3. Write down the top five reasons why these customers are Raving Fans.
4. Create a list of ten or more customers who could be converted into Raving Fans.
5. What might be common strategies to convert these ten people into Raving Fans?
6. Pick the easiest strategy first and implement it. Today.

# Resources

- *The Ten Truths* Website: [www.thetentruths.com.au/resources/customers](http://www.thetentruths.com.au/resources/customers)
- Book – Ken Blanchard, “The One Minute Manager Creates Raving Fans” [www.blanchardlearning.com/templates/product.asp?product=10019](http://www.blanchardlearning.com/templates/product.asp?product=10019)
- Book – Michael Gerber, “The E-Myth Revisited” [www.amazon.com/E-Myth-Revisited-Small-Businesses-About/dp/0887307280/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1286767103&sr=1-1](http://www.amazon.com/E-Myth-Revisited-Small-Businesses-About/dp/0887307280/ref=sr_1_1?s=books&ie=UTF8&qid=1286767103&sr=1-1)
- Video – Ken Blanchard: Customer Service [www.youtube.com/watch?v=YWITADj6dF8&feature=related](http://www.youtube.com/watch?v=YWITADj6dF8&feature=related)
- Video – Dr Dennis Rosen, “How to Loose a Customer”: [www.youtube.com/user/DrDennisRosen - p/u/1/Fk8uIGHCfQ](http://www.youtube.com/user/DrDennisRosen - p/u/1/Fk8uIGHCfQ)
- Video – Dr Dennis Rosen on how to stay in touch with your customer: [www.youtube.com/user/DrDennisRosen - p/u/11/1PCaJODdDow](http://www.youtube.com/user/DrDennisRosen - p/u/11/1PCaJODdDow)

# Remember

Customers do business  
with people - but only  
people they trust.

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