

# How to get better clients

If you are looking for ways to get better clients this article will show you four easy-to-follow steps that will once and for all solve your client problems.

One of my first jobs was in tech support, where I interacted with dozens of clients every day, all kinds of clients...

I had no problem dealing with the majority of them; I was good at my job and knew how to handle both technical issues and occasional complaints.

However, as time went by, my colleagues and I started noticing that the complaints kept rising and this whole situation created unnecessary stress for all of us. There was a problem we needed to fix..

To find out what that problem was, we had to do some research. It didn't take long before we had all the information we needed, and boy, did we strike gold. Everything was now connected, and the worst part is that it was so obvious— all you had to do was look at the data. How did no one else see this before?

Spoiler alert... administration was aware of the issue but they just didn't care enough to do anything about it.

Here is what we found out...

## What's stopping you from getting better clients

These are the four key points that are stopping you from attracting better clients; make sure you pay extra attention to the fourth—it's the most important...

This should be common knowledge by now, even though some people disagree with me. If you advertise yourself as the cheapest guy in the market, people will treat you *exactly* like that. Let me explain.

Think of any brand whose major selling point is being the cheapest in a certain industry. Now, what is the first thing that comes to mind when you think of that brand? Is it that they have the best products, or is it that their price reflects the quality of their products?

If you are the cheapest, then clients, on a subconscious level, expect your products' quality to be subpar, even if it's not and this hurts your business regardless of whether they choose to buy from you or not.

If they buy, they are biased when it comes to quality. If they don't buy, it's because they correlate price with quality and are not willing to take the risk. There's no positive outcome either way you look at it. This leads us to the next mistake which is none other than... Not qualifying your leads.

Do you qualify your leads, or do you sell to anyone willing to buy? Let me explain what I mean by that. When a lead shows interest in your product are you considering if what you have to offer is what they are looking for or are you selling to everyone indiscriminately?

If you try to sell to everyone, even if you know your product is not a good match, you're setting yourself up for failure. Here is an extreme example to put this into perspective.

Let's say you are selling hammers, and then someone asks you if your hammers can fix their very fragile vase. There are 2 options here, either you tell them your product is not what they are looking for, or you tell them your product can help them, here is what happens in each situation.

- You tell them you can't help them, and they respect you for your honesty. This increases your reputation, making you appear more trustworthy.
- You tell them you can help them, they end up destroying their vase using *your* product and then they flood every platform your business is active on, with all kinds of comments and bad reviews, hurting your reputation.

By properly qualifying your leads you avoid these situations and you maintain a solid reputation, which leads us to the next point.

Manage your clients' expectations. Never promise the moon if all you're going to give them is a pebble that doesn't even resemble the moon's shape.

Imagine if you booked a nice hotel room with a view of the ocean and when you get there, you find out this room is actually the janitor's closet, and the ocean view is a poster on the wall next to a dirty mop. Wouldn't you be angry if this happened to you? I know I would.

If you are not clear from the beginning and try to lure them in creating false beliefs, then you will find your 1-star reviews piling up in no time, and for a good reason. It is way better to underpromise and overdeliver than overpromise and underdeliver, and this all leads to the most important point.

The most important thing you can do to make sure the quality of your clients is the best possible... is to have a good product. As simple as that may sound, this is the basis for everything. You can have the three previous points wrong and still kind of make it if your product is solid, but the other way around is impossible.

Always ask yourself, and be honest. "Would I buy my product?". If the answer is no then keep improving it until it is something you would happily spend your money on, that's when you can be sure about your product's quality.

## So let's wrap it up, here is how to get better clients

- Your product is the foundation of everything, make sure it is rock solid
- **NEVER** sell on price, you don't want to be known as "the cheap guy"
- Qualify your leads first, then you can sell if they are a good match
- Manage their expectations to avoid dissatisfied customers

This applies to every single business, small or big, so if you want to know how to implement these into your business, fill out this form for a free consultation.