



## Taking Care of Your Real Clients

What is the definition of the word “clients”? I think that we can agree that these are the people who keep you in business. As a manager, you will do almost anything to keep them happy so they will show loyalty and continue to do business with you. Some of the ways you will keep them happy might include:

- Special Incentives
- Special Attention
- Follow-Up
- Demonstrating your Appreciation
- Business Entertaining (Dinners/Lunches)

Clients who purchase our products or services are vital to our continuing business success. After all, they make it possible for you to succeed. When I ask the question—“Who Are Your Clients?”, I usually get a list of the company’s major paying clients. Now, what if I told you that your employees are as important as your paying clients? Aren’t your direct reports working hard to keep the company moving forward? Aren’t these people working to make you look good? With so much at stake, shouldn’t you work to earn their loyalty as well?

It is a manager’s job to recognize everyone’s contribution to the organization. If your team is happy, it is amazing how this feeling spreads. Here are a few suggestions to help you focus on making your team feel recognized and appreciated.

- **Communicate.** Let them know what is happening in the company and group-good and bad. Share information—you will be amazed at the positive response.
- **Be Approachable and Listen.** Utilize body language that demonstrates that you care. Look at people with caring, empathetic eyes. If a person comes to your office, stop what you are doing, face the person and give them your full attention. Listen to what is said and state back what you heard. Whatever you do, do not be judgmental. If you utilize this technique, people will feel drawn to you..
- **Be Visible.** Just walking around will demonstrate that you are available. Ask people how the project is going, Ask their opinion—engage them in conversation that says “I care about your thoughts.”
- **Personal Development.** It is important that individuals know that they are growing. It is incumbent on managers to continually update personal development plans. What are they interested in doing? What seminars can they attend? Are they in roles supporting their career development? Remember, anyone who is feeling stagnant may be looking elsewhere.

It is important that managers take care of all their clients. Treating your employees as well as you treat your clients can only lead to business success. Look at the four areas above. How does your performance rank in each area on a scale of 1 to 10 (with 10 being a great performer). I challenge you to look at these areas and pick one to improve. You will be amazed on how a little modification will create major changes.

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