5 Ways to Really Impress Your Clients

Henry Ford, certainly a savvy and shrewd businessman if ever there was one, famously proclaimed: “It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages.” As hard as Ford and his employees worked, he knew that at the end of the day the customer was the one keeping the lights on, and therefore the one you should be focused on in business. But keeping your clients happy and satisfied *all of the time* is never an easy task. Thankfully, there are a variety of ways to earn their respect, admiration, and most importantly, their business. Here are 5 ways to really impress your clients:

1. **Communication is King** – Whether you’re working with a new client or one you’ve known for years, never take communication for granted. Let them know that you’re available should they have any questions or concerns throughout your business together. Discuss goals and objectives clearly, and provide regular status [updates as a project progresses](http://www.thebackoffice.biz/services_consulting_projects.shtml). If they feel confident that their needs are being addressed and concerns listened to, they’ll truly value your relationship.
2. **Stay Organized –** Organization may seem obvious to any successful business, but often times the priorities of a client are forgotten in the hustle of the everyday demands of running a business. Keep your clients projects, communications, and [data organized and accessible](http://www.thebackoffice.biz/services_support_projects.shtml) at all times to show them that their business is a top priority and given due attention.
3. **Look Sharp –** Dressing to impress a client is always a smart idea, as it gives them the impression that their business is valued. Maintaining a clean, [organized](http://www.thebackoffice.biz/services_daily_processing.shtml) and thoughtfully decorated office space similarly will impress them by showing your commitment to detail and presentation.
4. **Get Personal –** Impress your clients by remembering and referring to details about their personal life that you’ve previously discussed. Keep the topics light and positive, and show them that you care about them as a whole person, not just a business transaction.
5. **No Business is Too Small –** In the pursuit of growing a business, we can often get preoccupied with finding bigger client and higher returns. Focusing on growth is important, but don’t neglect to address the needs of your older or smaller clients who have helped you get to where you are today.

How do you impress your clients? Share with us in the comments section below.