

Innovation and Superior Customer Service

by Marc Aronson

You believe your practice provides superior customer service and your client satisfaction is difficult to beat. You want to promote this advantage to potential clients and referral sources. What do you do?

Foremost, you need an effective marketing strategy. This entails defining your target markets and then determining what and how you communicate to each. An effective marketing strategy is one that has something great to say, delivers a message in a compelling way, and repeats the message often. The goal of your law or accounting practice's marketing should be to cause your prospective clients to believe they would be making a huge mistake to choose any practice but yours for the type of services you provide. To achieve this goal, your strategic plan needs to carefully apply the seven steps of the *Formula for Marketing Dominance* (See *Strategy Overview* on our website).

Meaningless Communications

You should never use generalities, fluff or platitudes in your marketing. This, however, is violated in almost all professional service practice promotions, including websites, online advertising, traditional media, and social media. Banalities lack power. So, avoid them. On the other hand, specifics are believable, and are most likely to generate interest and evoke response. Therefore, to state in your ads, "we provide excellent customer service," is trite, says nothing and makes no impression whatsoever. Prospects quickly abandon websites contaminated with platitudes and almost always take their search elsewhere.

Dominating Competitors through Innovation and Specifics

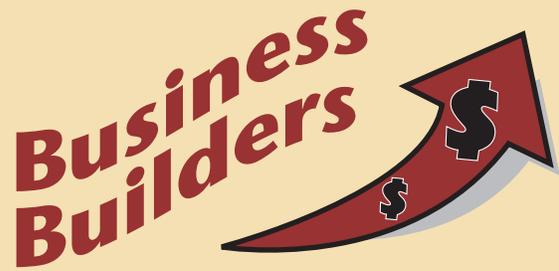
You have an estate planning practice and want to separate what you do from competitors by demonstrating superior customer service. The first step you should take is to make sure you have something specific to say about your customer service that potential clients want to hear. The more what you say that distinguishes yourself from your competitors, the more positive impact your promotion will have.

To achieve the perception of superior customer service, you survey your target market. The results indicate people strongly object to having to see an estate planning attorney during business hours and feel uncomfortable about discussing their estates. Thus, you some intelligence gathering and uncover that no other estate planning attorney in your community offers extended hours. As a result, you implement the simple innovation of providing evening and Saturday appointments and offering your clients extra comfort. You now have two emotional hot buttons you can use to promote to prospective clients that will enable you to set your practice apart from your competitors.

Your ad's headline might read: "Why don't estate planning attorneys offer evening and weekend appointments rather than forcing you to take off valuable time from work?"

Your sub headline could read: "It makes no sense to us either."

In your ad copy, you explain it is essential for clients to feel relaxed during their meetings with you, as you want them to have their minds



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free from thoughts about work. You add that their comfort not only allows the meeting to be pleasant, but also helps information flow. The result is always a better, more thorough, and more personalized estate plan. You might even want to add specific results of a psychological study that backs the importance of comfort in making such crucial decisions.

You can then explain further what you do to create a comfortable “living room atmosphere.” During clients meetings, they will relax in a reclining chair and be invited to enjoy an array of snacks including coffee, tea, juices, bagels, fruit and pastries (notice specifics).

This strategy will cause your prospects to perceive your practice as *more caring, attentive* and *capable* than your competitors without ever uttering these platitudes. Thus, your ads will convince your target markets that you offer an extraordinary experience in comparison to your competitors because what you say demonstrates beyond any doubt your greater concern for your clients.

Of course, once you promote you provide a better client experience, you must *always* deliver what you promise. If you do, you will develop an impeccable reputation, enjoy a profusion of word-of-mouth referrals, and find yourself dominating your competitors.

