

THINKING OUTSIDE THE BOTTLE

with love from Naja x

Customer – Client – Advocate



Naja with Mary Pelloni, who was recommended to Naja through client, Laurie Ann Gibson, in a true case of client advocacy

Inner peace is not a state that you'll ever achieve, because it's not a state at all. It's an understanding. The understanding that nothing is wrong.

Sure there are things to be improved, completed and even started - but nothing is wrong. On a daily basis people are constantly apologising for themselves, 'Sorry I didn't shave my legs,' 'I apologise for the condition of my nails,' 'my calluses are so horrible.' These statements dent my spirit every time I hear them. It's like going to a mechanic and saying, 'I'm sorry my brakes are squeaking' or 'I apologise for the oil leak.' Some clients come to us for repair and some come for their weekly/monthly maintenance. Whatever brings them, let them know it's your job - your end of the deal - to take care of their extremities.

A new woman came to me a few months ago from a referral. I introduced myself, then she introduced herself saying, 'Sorry I didn't remove my polish before coming to you, I didn't clip my nails and I have very rough feet'. So, shocked but smiling I respond, 'Ah yeah, but you gotta give me something to work with otherwise I wouldn't be earning my keep'. Then I put my hand on her shoulder as I led her to the chair telling her, 'Everything is okay, you're in good hands now'. In other words - nothing is wrong. I shared with her a spoonful of inner peace while making her relaxed, instilling trust and transforming a first-time customer into a client.

With today's fast-paced social networking and self-marketing options, opportunities are abundant in turning clients into your own personal advertising machines. You achieve this by getting people through the door, creating and retaining repeat customers, turning customers into clients and finally clients into advocates. So the successful recipe to strive for is customer to client, client to advocate.

A customer is a walk-in, a first-third appointment with you and/or a referral. You want to aim to turn that customer into a client. I do this by demonstrating I have skill and the will. Skill is mechanical. It's just about practice, repetition, finding the right tools, proper techniques and education. Skill will automatically come with time and persistence. I certainly persisted with my Minx nails application - now I'm a Minx Master and lead trainer for the brand.

The will is about heart - giving of your whole self. I am willing to do whatever it takes to provide an outstanding experience and not only have a client leave fully satisfied, but also pleasantly surprised. This could be a smile, carrying their handbag, running outside to put change in the parking meter or even referring them

to someone who may be a better fit for their needs. I once referred a first-time customer, while giving her a pedicure, to a colleague who works down the street in Beverly Hills for gel nails because she complained that her black polish always chipped. At the time I'd just started practicing gel nails. This customer thought that was such exceptional service and enjoyed her experience with me so much that she continued to book monthly reflexology pedicures. I successfully turned her from a customer into a client by exceeding her expectations. I have since perfected my gel application so she is now a great client who comes for reflexology pedicure and gel nails. This is *Thinking Outside the Bottle* - who knows if she would have ever become a client had I just painted her nails with black varnish on her first visit?

Building clients is great. Maintaining clients even better. This is done by showing up - 80% of success is showing up. Show up and show off your professionalism, skill and experience. Aim to create authentic client relationships. The most effective and quickest way to do this is by instilling trust in your ability by:

- Delivering a consistent service
- Being on time
- Keeping appointments organised
- Having integrity with your word
- Relaying current nail trends/products
- Educating clients on homecare for their nails

Okay, so now with a large clientele of long-term repeat clients my goal is to transform these clients into advocates of the business. What can you do to have your clients talking favourably about you, promoting your work and creating awareness about your services? Step it up a notch, that's how! By shifting consciousness one foot at a time and *Thinking Outside the Bottle* you will build solid relationships with your clients who will then advocate you as a professional - driving your business and delivering you profit.

Harley Davidson is a massively successful brand that everyone recognises. Believe it or not, the company does no marketing whatsoever. Its customer database has turned into its advocates. Harley Davidson stages events where HOG enthusiasts share experiences, buy merchandise, live the brand and advocate its superior products. I invite you to jump on the open road of success to turn your customers into clients and then shift them into being an advocate for your business.

I advocate inner peace! 

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