

Abundance Notes

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Greetings

If you are strapped for cash, then it's more critical than in the past that you know what your customers, clients, and members want and need from you as a business or organization. Then you can build and execute plans to meet or exceed those expectations. Make sense? Then enjoy this month's featured article by Kim Schott of www.SchottCulturalConsulting.com.

In Abundance,

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Set Your Priorities

Whew, you survived 2010 so far! Make sure the next 6 months is a better by allocating resources wisely. How? Ask your clients or customers for input so you know how to spend your time and money in the New Year. If you are strapped for cash, then it's more critical than in the past that you know what your customers, clients, and members want and need from you as a business or organization. Then you can build and execute plans to meet or exceed those expectations. Make sense?

Your Client Communication Assignment

Here are some ways to prepare a questionnaire or survey that will give you the insights you need to make the next 6 months better for you and your business or organization.

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1. **Set Your Priorities:** Like most motivated business people, you probably have a million things you'd like to do this year to propel your business forward. Before you make any changes on products or service, it's a great idea to get your customers' feedback on them. Find out what they like or don't like about your business and how you figure into their plans for the future. Use the feedback to identify the top two or three areas to focus on in the coming year.

2. **Ask the Right Questions:** Try to limit the number of open-ended questions. Also, limit the number of "required" questions to just the most important ones. Using a scale that maxes out at 5 gives survey takers enough choices without being overwhelming.

3. **Schedule Wisely:** The one question you might be asking now: When is the best time to send a survey or questionnaire out to my clients or customers? I recommend sending it the first week of the 4th Quarter.

Hopefully, your survey will result in some valuable learnings about your customers and how you fit into their lives. The final step in any survey is to take those findings and put them into action. Share them with your team, your advisory board, and make changes that will positively impact your customers' lives. Also, be sure to let your survey-takers know that you have listened to their feedback.

Closing the loop like that will encourage your customers to continue giving feedback -- and will hopefully lead to more success in 2010 and beyond.

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Kim Schott, your Global Client Communication Expert, is the author of the Keys to Client Communication System™, the step-by-step, paint by numbers program to attract more clients in less time. To receive your weekly how-to articles and audio on attracting more clients, visit www.SchottCulturalConsulting.com

"We teach entrepreneurs how to be more profitable."