

RONALD V. MCGUCKIN AND ASSOCIATES
Post Office Box 57
Lumberville, Pennsylvania 18933
215-297-5005 215-297-0677 (FAX)
ronm1126@aol.com (E-Mail)

EIGHT WAYS TO SUCCEED IN GAINING CORPORATE CLIENTS

1. **Take time to study the potential client and its specific needs.** Ask specific questions and listen to what the customer is telling you. Point out how you can meet their needs in your proposals.
2. **Complete the proper paperwork.** Make sure you provide all the documentation which the client requires. If you are responding to a bid make sure all the paperwork is in order. Be careful to include current information (such as copies of insurance policies which are currently in force, current license, etc.)
3. **Stay on the cutting edge in the industry.** Emphasize your strengths in areas such as caring for children with disabilities, offering non-traditional hours, caring for sick children. Let the client know how you can do the job better than any competitor.
4. **Don't promise more than you can deliver.** Don't offer services you are will not be able to provide. Be realistic about time frames to implement programs.
5. **Follow-up.** Staying in touch with the customer is crucial to long term business relationships. Get to know your contact and her/his assistants. Be sure to keep the customer informed about the program's progress and any new services you are able to offer.
6. **Provide useful information and give references.** Show potential clients how your program can save money, improve the productivity of their employees, and reduce absenteeism. Encourage the potential client to visit other similar sites and talk to other clients.
7. **Point out the quality of your program.** Corporations shun business who do not have a quality control system in place. Let the potential customer know about your monitoring and review process. Tell them about accreditation and licensing. Focus on your programs excellence.
8. **Create a niche for your program.** Select an area in which to focus. It may be a geographic area, a particular type of client (manufacturing businesses, insurance companies, etc.), a specialized service (caring for sick children), or anything else. Develop a reputation for being the program that specializes in meeting the needs for your niche. Spend your time and energy focusing on that niche.