

Do you have a list of business references?

Often times, if we've been in business for a while, we may take for granted our reputation and name recognition in the market.

I had a new customer call me last week. They were new to the area and opened up a new business and were in need of some service.

When they called, they asked if we worked on their make and model of machine, what our travel and labor rates were and then sort of threw us for a small curve. They asked if we had any business references or other businesses, they may know that we do business with.

This was not a difficult thing to provide as we do business with many customers in their town and, despite their relatively recent move to their community, they knew several of the names we gave them.

I am proud to say we didn't cherry pick names, giving only those we knew would have good things to say, we just went off the top of our heads. Of course, they are good customers, because they were top of mind, but they are good customers because they're regular, repeat customers and easy to remember.

I thought about the experience and was grateful we are able to, without hesitation, give references and I thought to myself anytime someone new wants to do business with us that is might be a good marketing move to freely offer the customer references without being asked.

Are you comfortable giving references? I think that is something to think about, because if you're not this maybe telling you that there is room for improvement in your operation.

The main reason I am comfortable and have no hesitation is not because my customers don't always have perfect experiences but they know in the end, we will make things right.

Business is as much about integrity, as it is about quality and value.

Knowing you are eager to provide references is a real peace of mind.