

## Chris's Corner: Word of Mouth

Obviously, I believe in the power of advertising or I wouldn't have a website or bother with this blog every month. Despite these efforts, I am not spending a ton of money or beating doors down looking for new customers.

As much as my customers are looking for a quality equipment and service provider, I am looking for quality customers. In experience, the best customers I have and the best business relationships I have are with customers that have come from referrals.

Many times, people may have found us as a result of advertising but the best of these have been businesses that find us through advertising and then sought out opinions of others in their industry that already do business with us. Or in many instances they went straight to their peers who in turn referred us.

Any business owner can give a sales pitch as to why they're good people to do business with, but when the same pitch comes from an existing customer it carries real weight. There is nothing in it for the person or company making the recommendation, other than the satisfaction of helping others.

Referrals are the best marketing you can have. We operate our business on the assumption that when we do a great job people are going to share the experience with others. Just as likely is that when we disappoint, do not satisfy or upset our customers, that this will be shared as well. Knowing the word is going to get out keeps us all on our toes.

Whether it's good news or bad news, referrals travel fast and do not cost a thing other than giving your best effort every day.