CASE STUDIES

TOO MANY CUSTOMERS!!

Working with one client recently took us down an interesting path. My questioning brought out the information that my client had too many customers. An unproductive amount of time was being spent on customers on whom there was very little or no return.

When we had finished this particular coaching session, my client was left with an agreed task. I always agree tasks but never impose them. In this case the task was to go through his customer base and give each of them an **A B** or **C** grade. The **C**'s would be those where the return was not commensurate with the investment in time and money being put into them.

At the next session, the task having been completed, I asked my client what he was going to do about the **C**'s. The gut reaction was to get rid of them. However, further questioning highlighted another course of action; this was to work out what each **C** needed to be paying to make it worthwhile keeping them. My client agreed to do this as a task, and furthermore, contact each of the **C**'s and tell them how much they were going to be charged in the future.

My first question at our next session was to ask for feedback. My client's response was that some of the **C**'s were unhappy and didn't want to pay more; however, the great majority were prepared to accept the increase.

The Coaching Programme with my client is still ongoing. However the estimated projections of this particular exercise will put 6% on the bottom line for my client's company. This is an excellent ROI for his expenditure on coaching.

PENSION 'POT' TOO SMALL!!

I offer potential clients a free coaching session to see how coaching appeals to them, and also to check that we will be able to work together. At one such session, it became apparent, that my client was very worried about his pension. Would there be enough money when he retired? I asked him if he would be interested in my help. He was very relieved that somebody even thought they could help, as it had been causing him significant worry. So we agreed to start a coaching programme, which would enable him to increase his pension 'pot by about £500,000.

At first, the £500,000 looked a bit daunting so we broke it down into more manageable pieces. My client takes home approximately £100,000 per annum from his business and could retire in 20 years. So his plan is to increase his take home pay by 10% per annum, 'ring fence' this amount and invest it annually into his pension. A good financial adviser should easily be able to help him to invest this so that it grows by 7.5% per annum, giving him an extra £508,000 when he retires.

The coaching programme is helping my client to identify new customers and, at the same time become more efficient and reduce expenditure. Using tried and tested NLP coaching techniques, I am helping him to dig deep into his own resources in order to meet his goals, which he has clearly stated.