

It Has Always Been About Relationships #3

The Art of the Invitation Continues

Oh, the smell! You can almost taste those delicious donuts from the parking lot. You enter the “torcher chamber” and while in line, you watch these delicious delights ride the conveyor belt in and out of the oven only to be doused in a shower of sugary glaze that you cannot wait to drop on your lips.

These melt-in-your-mouth, original glazed donuts are attractive enough as they lay to rest in the donut showcase racks, but those diabolical donut makers were not satisfied with attractive; they had to be irresistible. They had to be HOT NOW!

There was only one problem. Unless your patrons were camped out on your sidewalk or sleeping in your parking lot, how would people know when the donuts were hot and fresh out of the oven?

HOT NOW!

Outside of “BE MINE”, no two words have been mashed together more effectively than HOT and NOW! For the patrons of Krispy Kreme®, those two words, lit up in bright red neon, mean that heaven is just a few minutes away (*at least the taste of heaven*).

People need to know that they are welcome to do business with you. Neon lights and “We’re open” signs are good and proper ways to let people know that they are welcome. Signs are great and needed, +but are they enough? According to Krispy Kreme, they aren’t.

These genius bakers eventually devised an app that informs their patrons of hot, fresh donuts and notifies them when their favorite store locations have new, piping hot original glazed donuts.

There are few companies that master the art of repeat customers like Krispy Kreme. This company knows how to invite people to come and do business with them not once, not twice, but as often as their donuts are HOT NOW!

The Art of the Invitation is simpler than we might think. Do you remember those short little “I like you, do you like me” notes? The message at the top read, “I like you. Do you like me?” Followed by two squares from which to choose. If yes, check this box. If no, please destroy this note and let’s forget the whole thing.

The invitation was simple. Yes or no.

Once that invitation went out, things changed. The person receiving that note was being invited into a relationship that they were either very aware or very surprised by. Either way, they knew they were invited.

Crude as those little notes were, they were mighty effective.

Whether you are looking to attract new customers, reattract previous customers or if you are wanting to discover more referral partners, at some point, you have to invite them to come along with you.

Allow me to suggest a few thoughts from our delicious example from above.

#1 Light Your Corner. Your neon lights of the past are still needed, but you cannot afford to settle. You must come up with new ways to continue to attract. Create that app, finish that website, design that brochure, develop that workshop and by all means make those phone calls and personal visits.

#2 Never stop inviting. Come up with creative ways to stay front of mind with potential clients and referral partners. Send a card, make a call, make a purchase, get a testimonial and promote them on purpose.

#3 Create an event. You can host a social event or gathering of your own and you can sponsor a chamber event. If you are visiting new professional associations, attending a workshop or going to a networking event, invite your potential client and referral source. If you are a member of the chamber, hosting and sponsoring opportunities are available. Hosting or sponsoring a chamber event demonstrates your network and your connectivity. Your connections are natural attractions for potential referral sources. In addition, if you will be a featured speaker, an exhibitor, a panel guest or receiving an award, these are all great opportunities to acquaint your potential new relationships with you and your business.

In closing, inviting others keeps people aware of you and your activities. Generating interest may be as easy as "lighting up your sign" and letting people know that your business is HOT NOW!

They may just need a little reminder.

As always, if I can help, please contact me by text at 707.953.6681 or by email at andy@andyspringerconsulting.com

Andy Springer, Business Coach & Consultant
Andy Springer Consulting