

10 QUESTIONS TO ASK YOURSELF WHEN YOUR CUSTOMER NUMBERS ARE DOWN

Whether you're just starting out or have been running your business for years, you may have experienced the panic of dwindling customers and asked yourself **what am I doing wrong??**

Once you've found that reason you can take action and make the necessary changes.

Ask yourself the following questions. Do any of them apply to you?

1

Are You Covering A Very Small Local Area

Do you need to widen the area that you cover slightly? You may save on petrol sticking close to home but if there aren't enough customers within that specific area you're losing out altogether.

2

Are You Reliable

Eek! This is a tough one to admit but it's a biggy! We all deserve and need time off but are you making sure your customers have plenty of notice? Don't forget they need to find a replacement for you when you're not available. If they're having to do this too often they may just find a replacement altogether.

3

Are Your Prices Too High Or Low

What are other people charging in your area? Go with the average or slightly higher. People tend to think there is a reason if you're too cheap.



4

Are You Responding To Queries

It is difficult to respond to all queries immediately and I'm a huge advocate of boundaries, but people are impatient, if you take too long (days or weeks) to respond to a query they will probably have already gone elsewhere.

5

Are You Ignoring The Customers You Already Have

Another biggy that's easy to overlook. Don't forget your current customers are the ones that are **ALREADY** willing to pay you! Nurture your relationship with them and they'll stick by you AND recommend you to others.

6

Are You Standing Out From The Crowd

There are increasing numbers of people setting up Professional Pet Businesses, could you offer something different that others don't? How can you show **YOUR** personality to potential customers?

7

Are You Invisible

Take off that invisibility cloak! Ok bit dramatic... BUT customers won't just fall in your lap, you have to put yourself out there in front of them or they won't see you! Which leads me on to...

8

Are Your Social Media Pages And/Or Website Attracting New Customers

Facebook was one of the biggest ways in which new customers contacted me when I first started. Make the most of it and make sure it's looking good, that it's clear, has all of your contact information on and is appealing to people who don't know you. Make sure you are also showing who **YOU** are. Potential customers may be put off or don't feel a connection to you if they don't know what you look like or what your name is.

9

Are You Giving The Best First Impression

Ouch... But critical. If someone doesn't know you from adam, they are purely judging you on the way you respond to their initial enquiry, the vibe you give off if you meet them, and how you appear on your social media pages. They are trusting you with their door key and their family member (their pet) so first impressions are vital. Would you give your keys and pets to someone you weren't 100% sure about?

10

Are You Actively Looking

This goes back to visibility, if you're sitting at home waiting for customers to find you but not actively putting yourself in front of them, they won't find you. Are you advertising in the right places? Where are your potential customers?

Be honest with yourself. Do you need to work on any of these? Pick one and work on it for the next 5 days and see if you notice any difference.

Rachel x

