**What is Your Clientele’s Perception?**

*Jean M. Storms, MPM®*

What is your client’s perception of your company/business?

* Do you know?
* Do you want to know?
* Is it important to you?
* What are the benefits of knowing?

Definitions

* Clientele
  + the people who are regular customers of your business
* Perception
  + the way a person thinks about or understands someone or something

Who are your clientele?

* Property Owners
* Tenants
* Maintenance Team
* Business Services
* John Q Public

Their perception could be…

* Excellent
* Good
* Mediocre
* Poor

***Perception is… the result of an action or lack of action***

***It is easier to create a poor perception, than a good one…***

First step - find out what people think

* Pay Attention
* Assess Personnel
* Talk to
* Everyone
* Listen Carefully
* Conduct Surveys

*Assess* Your Team

* Meet with team members
  + Individually
  + Office meetings
* Don’t just hear what you wish to hear
* Pay attention to off-hand comments in or out of the office
* *Listen carefully…*

*Ask everyone* about their perception

* Make personal phone calls to property owners, business contacts, and vendors
* Conduct surveys
  + Email
  + Regular mail

Conduct surveys

* Don’t be afraid to ask what you really want to know
* Target specific questions carefully
* Make surveys *reasonable* in length
  + *Long surveys discourage answers*
* Offer incentives if appropriate
* If you make promises, keep them

Collect all data

* All verbal comments (from anyone)
* Feedback from your team
* Survey answers
  + Verbal
  + Written
* Any internet data/reports available

Pay attention to social media

* Never ignore bad press
* Always handle bad press as quickly as possible
* Discuss the dangers of social media with your team

***“Quote - social media is changing the way we communicate and the way we are perceived, both positively and negatively…*** *Amy Jo Martin*

Analyze all data

* Inefficient systems
* Poor communication
* Personnel attitudes or conduct
* Poor or non-existent marketing
* Bad press – social media or other

Take action

* Create or improve effective and efficient office systems
* Train or retrain your team
* Set up better and regular client communications
* Update or implement new marketing
* Set up tracking to monitor progress

A positive client perspective

* Improves retained business
* Creates new business and opportunities
* Improves the bottom line
* Shows your professionalism
* *Brings you peace of mind*