

# The secret of my success?

- ⇒ Maybe some of you will ask yourselves – why should this guy tell his competitors about his secret to success?
- ⇒ Good question!

But what I'll tell you is not really a secret it's just what I learned and what I think are the main basics for a **successful management**.

- ⇒ in my opinion we are not really competitors.
- ⇒ We are more a big chain that works together and helps each other.
- ⇒ But a chain can only be as strong as their weakest part.

## What do I mean by that?

Imagine it's the first tour of a client -and you give them a bad service. They'll probably never go to a safari tour again!

But if it's a good one with perfect service and high quality, they'll probably come again to another area and book a tour in my or your company!

So we are all responsible for each other to make the people combine "tour guiding" with friendly excellent service.

And if some of these points I am going to tell you, will help you to upgrade your service. The profit will be up to every one of us.

First of all !!!to be successful keep this it mind: **AS A FREELANCER THINK "BUSINESS FIRST!"**

To be successful you've got to think like a client – This means, ask yourself, what would be important for you as a client? How would I feel when I get an offer like this!!!!

- ⇒ I always take care of my customers.
- ⇒ I never mind working an extra hour or 2 or 3.
- ⇒ Always be first awake and the last to go sleep.
- ⇒ Be friendly whether I am happy or not.
- ⇒ Be patient...inhered the whole world's patients.
- ⇒ Never ever drink with your customers or smoke with them.
- ⇒ NB- drink a lot of water..... you will seek the rest room first and that will be an advantage for your clients.

This may sound easy, but it's the point where the most mistakes are committed. Your customers must be satisfied in all their expectations. But be careful that you don't over stimulate them, because then you will end up in a spiral and their expectations will grow until you're unable to handle them.

- ⇒ What can I give them for which price?
- ⇒ Try out different price categories?
- ⇒ Split your target group...
- ⇒ Get professional help in to help you on this issues.

Know exactly what your target group is. Without a fitting target group you won't have the chance to be successful. The costs for the marketing will eat you up.

To know your main target group, find out how and where you can reach them. How can you give them information about what you are doing and how will they recognize it.

Then there must be a major advantage against your competitors. This might be price and service and quality and knowledge or simply the better marketing strategy.

- ⇒ Make sure you know how to convince the customer about the above.
- ⇒ Do you make use of **Recommendation? Reviews? Comparison?**

**Distribution:** How can I be found? Think like a customer, who never heard about you and try to go this way! The more distribution partners the better!

- ⇒ If you get a request- and still accept it and you know that you are unavailable, better not to take on another job, by doing it you will give bad service and impression..
- ⇒ Remember one bad review counts like 10 good ones. Customers read the bad reviews first. So avoid them!!!
- ⇒ Critics >>>> Ask for feedback and take every critics serious. That's the best possibility to develop a good service, which will help you on your way to find the perfect quality standard! +=→ Progress of steadily improvement

#### **Availability:**

- ⇒ The faster your response – the better chances you got!
- ⇒ The time between enquiry and response should be as short as possible, in my case I narrow it down like in 3 to 5 hours or immediate if possible.
- ⇒ On my website I state that the response rate will be in 24 hours.
- ⇒ If the time-limit is too long, the **might-be client** got time to get in contact with your competitors and sign up with him or her –although you're the better choice!
- ⇒ So try to check your mails as often as possible. PUSH NOTIFICATION on your Smartphone...
- ⇒ and try to take your business phone wherever you go (if you can't take it with you, maybe leave it at a partner or change your voicemail and say you call back later)

**Request:-**

- ⇒ Always focus on the customers' requests – means you offer a package of a 5 day tour – customer wants only 3 night –
- ⇒ Be flexible and
- ⇒ try to work on it and arrange it!
- ⇒ But never forget about your profit <<<
- ⇒ But please don't only focus on money money money!!!
- ⇒ Make sure the customers are satisfied and will recommend your service where ever they go.
- ⇒ Remember they will only give you this FREE recommendation if you are FRIENDLY,
- ⇒ Your service is good and your price is right.

**Employees:-**

- ⇒ In my small company it is very important to have reliable employees ,
- ⇒ who know exactly where for they get their salary.
- ⇒ They are available at any time so I can work on nearly every requested task –
- ⇒ even if it has to be done immediately!!!

I treat them all in a fair respectful way and they will do the same. Therefore our relationship is on a friendship basis but they never forget about the running order of our business.

**Marketing:**

- ⇒ It is very difficult to say if a marketing campaign will be successful, therefore try to make short contracts .
- ⇒ Although it is very hard to control if it was successful try to find a way to prove it .  
ASK CLIENTS, HOW THEY FOUND YOU ... MAKE NOTES OF THAT!!!!

**Finally**

- ⇒ if you keep this in mind you will probably be successful!
- ⇒ But never forget it is much easier to lose your success.
- ⇒ So never take it as granted to stay successful.
- ⇒ One mistake can ruin your whole quality management .
- ⇒ So never rest on your success and just believe everything will go on how it is ...

**WORK ON IT!!!!** Otherwise you will probably be surprised in a bad way!