



The WOW Factor: Taste (Part 2 of 5)



When a client enters your office, the first rule of thumb is to offer them something to drink or eat. Clients have often commented to me that while coffee or water is usually offered they feel like they are imposing by accepting. That is why when clients visit our office, we provide them with a menu filled with high-quality items. Clients have commented that a menu makes them feel like the company "really wants to serve me." That is what makes the menu a highly effective tool.

Our menu items include numerous up-scale items that give clients a wide variety of choices. For example, we offer a choice of bottled water or sparkling water. In fact, sparkling water is the most requested item on our menu. I recently had a prospect comment that he and his wife go to England for a month every summer. In England they drink sparkling water. He said, with a glimmer in his eye, "For a moment there I was back in England." Now that is how you want to start a sales interview!

While we do offer the traditional cup of coffee, we also offer espresso or cappuccino which we serve in the appropriate respective cups. All of our coffees are gourmet roasts from Starbucks. They are all garnished with whipped cream, cinnamon, and/or chocolate. In addition to water and coffee, fancy juices and teas such as mango and peach are available on our menu.

In our meeting room we always have a basket of goodies sitting out for clients to munch on. Usually the basket is filled with specialty nuts and chocolates such as smoked almonds or a rich chocolate such as Ghirardelli or Godiva. These high-end luxury items send a rich message to your prospective client. It shows you are high-class and the type of advisor they should be willing to pay for.

When a client enters your office and receives a menu, they will be impressed. This will blow them away, and really "wow" your client. This hospitality will speak volumes, allowing you the opportunity to do your best business with them.

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