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The Top 5 Ways To Achieve Superhero Status with your Clients (& Fatten Your Bottom Line)

Did you know that fuels of all types have changed dramatically in the past five to ten years, resulting in a multitude of costly problems for the clients of fuel distributors to deal with? These fuel problems can be detrimental to any company's bottom line at a time when all fuel users are tightening their belts and fighting for the value of every dollar they have!

This is where you come in. How can YOU solve these problems for your clients and save the day? Read on for the top 5 ways you can become a superhero for your clients!



#1 – Embrace the challenge!

There are two essential facts to come to grips with here.

The first is that the world is changing and the economy is shifting. Your customers have access to more information than at any point in the history of the world. No matter where they are or what business they're in (or not in), people will not accept anything less than quick answers to whatever questions they have. That's just the way it is. And that goes double for young people raised in the "internet age" i.e. people in their twenties or below.

The second is that, according to numerous market research studies across every field of business, it costs about **eight times** as much to gain new customers than it does to keep and maintain the existing customers you already have. This is important because whatever you can do to improve the satisfaction of your current client base will pay off big time. We all want as many new clients as possible, but it is a deadly mistake to pursue them without putting equal effort (or more) into the customers you already have.

These two essential facts matter here because if you embrace the need to be the expert for your customers, their satisfaction skyrockets (because they're used to getting



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whatever answers they want everywhere else). When their satisfaction skyrockets, they tell their friends and you gain more customers.

#2 - Learn recognize today's fuel-related problems and the causes that are behind your client's biggest complaints.

With our ever-changing fuel supply, new problems with today's fuels arise all the time. It has become quite a challenge for your clients to accurately diagnose the cause of fuel issues they face. And without knowing the cause, it can be difficult to come up with an effective solution.

For example, did you know that sulfur acts as a natural biocide (it naturally prevents the growth of bacteria and fungi)? Since the introduction of ultra-low sulfur diesel fuel in 2007, microbes have found a fuel environment they can thrive in. For some of the common equipment and fuel problems your customers face, many time they are the underlying cause. The problems caused by microbial growth include destroyed fuel quality, tank corrosion, plugged filters and stalled equipment.



How about water in fuel, whether gasoline or diesel? Your customers who don't think they're getting the most out of their stored gasoline could well have water problems. If they're using gasoline, they're probably using E10 ethanol-blended gasoline, if not E15. Ethanol loves to attract water, becoming the cause for some significant problems that show up as negatives for your clients, including loss of octane value and tank or equipment corrosion damage. Your clients probably don't understand why they are having problems, they just know they aren't getting what they're expecting! Making yourself familiar with the issues and the causes behind the problem your customers face with today's fuels positions you to.....

#3 - Become the "go-to hero" for solving your client's problems.

When you have a toothache, you immediately search for a dentist...an expert in the area causing you pain, right? Likewise, you may have clients who, for example, operate a trucking fleet with deadlines to fulfill and budgets to adhere to. What happens when their trucks break down on the road due to contaminated fuel plugging their filters? They



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lose time and money, both valuable commodities. The unfortunate tendency is that when fuel users experience costly problems, the first person they tend to blame is to fuel supplier, even when the roots of the problem may be unavoidable or even from the customer themselves. The object is, rather than have them possibly looking to you, their fuel distributor, as a possible cause, position yourself to become the problem-solver for them so your customers will look at you as their solution provider instead! Be the person they call at any hint of a fuel problem. And why would they call you first? Because they know you are an expert in your field and have solutions for them, taking the pain out of a potentially disastrous situation for them. Put yourself in the position to teach them why they have the problem, how to resolve it, and how to prevent it.

When your clients trust you to be a problem-solver for them, they will be your clients for life. Customers like this will buy more often and spend more when they order. So when you ask “what’s in it for me”, a big boost to your bottom line is what’s in it for you.

#4 – Go beyond solving their problems right now. Partner with your clients to create a maintenance plan for the future.

Benjamin Franklin said “an ounce of prevention is worth a pound of cure.” Once you’ve helped your client resolve their fuel problems, you could customize a fuel maintenance plan for them to dramatically decrease the chances of the problems recurring. People who see their dentists regularly for check-ups have fewer painful episodes than those who see them once in a great while. Encourage your clients to get on a regular treatment program to reduce their painful episodes caused by fuel issues.

Of course, this entails you access to the solutions that your clients will need to implement this. But for the types of problems your clients are needing resolution on, the solutions that work best 1) aren’t very expensive for them, and 2) add significant profit potential to your bottom line.

#5 - Insure your staff is adequately trained to represent you well.

Your staff are the point people between your organization and the customers you serve. Have your staff train regularly so they are familiar with the fuel issues your clients face. This will allow them to

1. be empathetic to customer problems and gain rapport with the client,



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2. quickly recognize the symptoms of fuel-related issues and know what solutions to offer, and
3. feel they are an important part of your business, meaning they are less likely to leave. We all know staff turn-over is a costly proposition. A well-trained staff will serve your business well for years to come.

How do these 5 steps fatten your bottom line?

Your company's bottom line will be healthier after following the above suggestions.

Client Retention

Client retention is key to every business, as the costs of getting a new client far outweigh the cost of acquiring new ones. When your existing customers have confidence that you've got their interests at heart, they will continue to do business with you over those in the field they are unfamiliar with. Continued training in the problems and solutions fuel users face today will net you the reputation as an expert in your field.

Referrals to Expand Your Customer Base

In this age of social media and the like, people love to share what they know with their friends and associates. This is especially true when it makes them look good; they like to give the impression that they have special knowledge "in the marketplace". That's why the power of referral is such a strong urge. When people find a reliable plumber or mechanic, they tell their friends. They tell them because they want their friends and associates to share in a positive experience. They also tell them because it makes themselves look good in the sense that they are the ones who found the positive thing they've passing along to someone else.

When your company is viewed as the expert in an essential area like ensuring the best possible experience for gas and diesel users, your customers will want to refer your company to those they know. So not only do you retain more customers as above, your customer base expands and grows through referrals. Your bottom line expands because of both.



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Staff Retention

The Society for Human Resource Management, estimated that it costs \$3,500.00 to replace one \$8.00 per hour employee when all of the costs — recruiting, interviewing, hiring, training, reduced productivity, et cetera – were considered. Well-trained staff feel more invested in your company and are less likely to seek employment elsewhere. They also play a huge role in client retention. Clients who have confidence in your staff are less likely to stray when presented with other supply options.

At Bell Performance, we fix fuel and help fuel distributors become the experts their clients want and need. In this day and age, where there is so much information available at the push of a button, your clients can be overwhelmed trying to sort it all out! They depend on you to help them with their fuel needs and fuel problems. If you *know* the problems they're having, *why* those problems are happening, and *what* will solve those problems, you will have a client for life!

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