

NEWSLETTER

SEPTEMBER 1996

CUSTOMERS, CLIENTS, & CHAMPIONS: WHO DO YOU WANT TO WORK WITH?

by **W. Franklin Graham**

I am honored to be invited to share some ideas with you in your monthly newsletter. My focus in the next few months will be to give you some creative ideas on how to increase your business through effective relationships. My intent is to create an ongoing conversation with you, the reader. And, conversations work best when they are two way, so, I invite your comments, ideas and constructive criticism. Let me know what works and what doesn't. Your time is valuable and I don't want to waste it!

Summer is winding down, young people are going back to school, the holiday season isn't too far off and we're gearing up for fall and winter quarter. This time of year can cause us to reflect on the past year and make appropriate course corrections for 1997 and beyond.

Why are you doing what you are doing? How is it meeting your needs?

Consider the relationships you have with your customers. Each encounter with another person creates an experience. It
(Continued on Page 4)

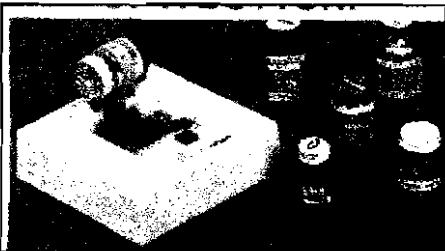
PRODUCT REVIEW - HOBBY PAINT SHAKER

By Allan Lamb, CPF, EPFG Board Member

Do a lot of French mats or mat decorations, and use inks and paints in small jars, and find it difficult to mix them well? Then this hobby paint shaker by Robard may be just the help you need. It comes in cord or cordless versions, and works great with the Mat Magic inks. It will also work with the fillet paints, but hand shaking may be quicker.

It is designed for jars up to 1 oz, and is available from Micro Mark (800-225-1066)

for about \$30, or less for the cordless model.



SEPTEMBER CHAPTER MEETING AT RAINDROPS GALLERY

Come listen to a **Store Design Specialist** speak on visual merchandising and store planning!

Hear tips on holiday season display and high-impact retail presentations;

Topics covered will include floor plans and customer traffic patterns; gift display; "outposting"; window settings and holiday pizzazz!

Bring your ideas and your questions to this important and timely session- and learn how to show off those great products, talents, and creations! **Map and driving directions on Page 2**

EPFG PICNIC WAS AN OLYMPIC EVENT!

this year's picnic and BBQ was simply outstanding! Hosts Jeff Schuffman and Cheryl Mintz shared their Clearview home and park-like grounds with the happy picnickers, and Jodi Norton and Linda Watson of Frame Design NW get Gold Medals of their own for the clever and well-organized Framing Olympics games!

Jeff and Cheryl did the barbecuing, and everyone else brought the side dishes. It's amazing how well balanced potlucks turn out to be- and how really good those non-meat burgers and hotdogs are.

And, there was judging for the Best Dish, won by Jodi Norton's **FINE ART**ichoke Dip, and the Best Name, won by Paul

K n o o p ' s



1996 Framer's Olympics (& BBQ) participants

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GETTING TO RAINDROPS GALLERY...

9425 35TH Avenue NE
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(206) 528-2832

From the South & SE:

I-5 Northbound, take Lake City Way exit, North on Lake City Way, right on NE 95th Street to 35th Ave. NE.

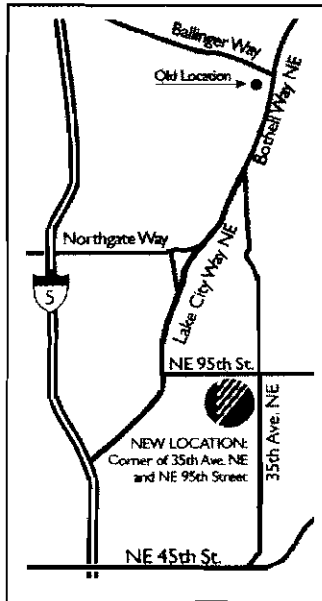
From the North:

Exit I-5 South at Northgate Way, over to Lake City Way, South to NE 95th St.- left, to 35th Ave. NE.

From the Northeast:

Take SR522 (Bothell Way NE) South, left on NE 95th Street to 35th Avenue NE.

For more details, call Paul!



BUSINESS PLAN MANUALS AVAILABLE!

A few of the Business Plan Manuals that were used in the Annual Education Program are still available for only \$15 each. If you weren't able to take the course, this is the next best thing, and could make all the difference to you in preparing that new business plan. Contact Jeff Schuffman, at (206) 223-1810 to arrange for yours.



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(Continued from page 1)

may be positive or negative, but an experience cannot be avoided.

What kind of experiences with customers have been the most satisfying for you? How do they compare with the experiences you want?

You can do business with three types of people and each provides a different level of experience for you.

1. Customer: One who consumes goods and services; consumer, user.

Usually price driven, they work with vendors and desire a specific service or product - not advice, The relationship ends with the completion of the transaction. Customers focus on administrative issues like: how much does it cost? how does it work? when can it be delivered? etc. If you want to work with purchasing agents and price shoppers, focus on how to obtain more customers. Direct mail, cold calling and advertising are usual methods.

2. Client: Clients want your advice and buy again.

They are concerned about *strategic* issues like: *Why* doing business with you will positively impact their profitability and productivity; *which* of your services are most important; and *what* specific aspects of your product/service will yield the greatest long-term return (as they define it). If you want to work with key executives, focus on client building.

3. Champion: Adjective: *excellent, superior, superb, first-class, first-rate.* Verb: *favoring, support, stand behind, uphold, advocate.* A champion is a satisfied client who voluntarily "champions" you to others.

Here is an example: An extraordinarily successful stock broker decided at the outset of her career that she did not want to waste time cold calling, doing direct mail and other forms of time consuming (and sometimes abusive) business development.

She determined that she could not give exemplary service to her clients if she had to spend time in self-promotion. She began to think the unthinkable..., she would select clients based upon their champion potential.

After she identified the characteristics of her ideal client, she met with her current clients and centers of influence and asked them about their needs and how she could be a primary resource to them. By asking them questions about them, she determined how they would benefit by helping her build her practice.

The result? Her exclusive focus on building champions created continual sources of new business. Not just names, but individuals already pre-sold on her and inclined to do business!

Who do you want to spend your time and energies on in 1996? Here's a place to start:

1. How many customers do you have? How many clients? How many Champions?
2. Which type of relationship gives you the most satisfaction and enjoyment?
3. Who are your customers, clients and champions?
4. Why did they decide to do business with you?
5. Why do they continue doing business with you?
6. How many did not continue (why not)?
7. What do you do uniquely well? (Be specific.. It is

vital for you to understand what sets you apart from your "competitors.")

8. Based your review, describe your opportunities for improvement and how you will measure the results.
9. Describe the specific steps you will take to implement the improvement...Immediately, within 90 days, and one year from now.

If you want to move your business to the next level, consider developing more champions in 1996. In the next article, I will share some interviewing ideas to help you move your customer to clients and your clients to champions.

Frank Graham is founder and director of Strategic Marketing Institute. For over 25 years, Frank has helped his clients to exceed their sales goals by building effective relationships, and offers workshops in strategic business development, marketing, selling, and quality management. He can be reached at (206) 742-1537. *All rights reserved*

ANNUAL PICNIC A GREAT EVENT...

(Continued from page 1)

Paul's Pecan Fudge Afterward. There wasn't much left of either



Some of the Framing Olympians doing their pregame meal

of the winners, even before afterwards! The winners were selected by popular ballot- not an easy choice with so many excellent entries.



Chef Jeff mans the grille

Then, full tummies and all, it was time to let the games begin! The **First Annual Framing Olympics**, that is. Participants were divided into five "countries" for the competition:

- MATagascar
- TRIMatad & Tobago
- The United Inches
- FITzerland, and
- The UFRAME.

Of course, this being the first Framing Olympics, the games were new, and required a whole new set of rules, which Jodi and Linda spent many hours and late nights developing and perfecting. If the "other" Olympics do come to Seattle, the Olympic Committee would do well to hire these two to help organize it!



Jodi & Linda check out site

(Continued on page 5)

(Continued from page 4)

Naturally, the Games utilized the framer's basic skills- or at least tendencies- in their design. First, there was the Mitered Javelin Toss, which, in addition to testing participant's skills, allowed a little hostility venting. An individual event, the winner was determined by who got the most corner samples into the basket over three rounds of trials- each at an increased distance.

The winners:

- GOLD: Ron Norton, MATagascar
- SILVER: Marty Cohl, The UFRAME
- BRONZE: Jeff Schuffman, TRIMatad

The second individual event, the Garbage Put, tested frequently-used everyday skills- mostly with everyday results! Participants tried hitting the garbage sack with a variety of usual shop garbage- with extra points for pieces of foam core!

The winners:

- GOLD: Joe Huber, FITzerland
- SILVER: Kiyoshi Toda, MATagascar
- BRONZE: Frank Larson, MATagascar

Now, for the Main Event: the 8 x 10 Frame Relay. This event tested speed and dexterity of each country's athletes as a team; the process of completing an 8 x 10 frame was broken down into 6 separate operations- unwrapping a chop (the most time-consuming step); coloring the miters; cleaning the glass and pointing it in; backing; wiring; and finally, wrapping.

The Winners:

- GOLD: TRIMatad
- SILVER: The United Inches
- BRONZE: FITzerland

Unlike the "other" Olympics, the Framer's Olympic Committee is no doubt working on plans for the second annual Framer's Olympics for next year, not four years from now!



Olympic observers watch Paul's attempt at the Mitered Javelin (corner sample) toss.



Kiyoshi lets fly in frame toss



Frame toss winners Marty, Ron, & Jeff with medals & flags



Donna going for a medal in the Garbage Put



Garbage Put medalists Frank, Kiyoshi, and Joe show their winning smiles



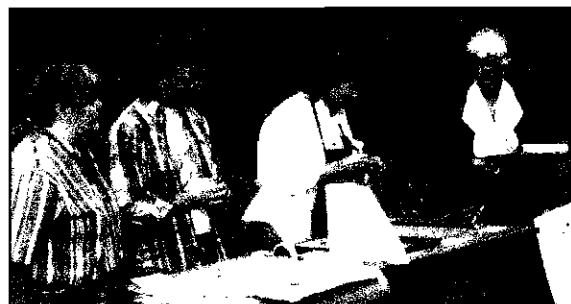
8x10 Relay Gold Medal winners Jeff, Donna & Jodi showing their speed



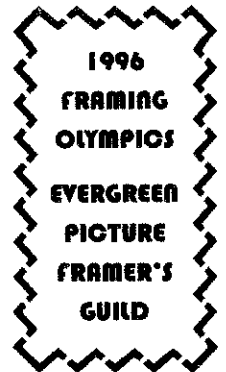
Olympic judges intent on their scoring duties



Dave & Joe watch FITzerland teammate Suzanne unwrap chop in 8x 10 relay



Olympic judge checks The United Inches team for Game rules compliance





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Practical Gilding

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These resources are available to members simply for the asking! Contact **EPFG Librarian, Allan Lamb**, to arrange pickup, or pick them up at a monthly meeting.

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EDITOR'S CORNER

Dave Allred, EPFG Editor

This issue of the EPFG Newsletter marks the beginning of the Fall/Winter season for framers; it also marks the beginning of our effort to increase the value of the newsletter to its readers.

Each month, we plan to feature articles that will be relevant and helpful to readers on shop management, product information, business administration and management, personnel administration and management, marketing and merchandising, plus articles of general interest.

In addition, we will work with the vendor side of the Guild to present quality advertising that will benefit both the vendor and the reader. There is already progress in that direction that can be seen in recent issues.

This effort is a natural extension of the Board's efforts to bring top quality feature presentations to chapter meetings. It's all for you- and it's by you, too. Please be involved!

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January

Tuesday, Jan 9 7:30 pm
CHAPTER MEETING
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Jan 30- EPFG Board Meeting

February

Tuesday, Feb 13 7:30 pm
CHAPTER MEETING
The Frame Makers
6724 W 19th Street
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March

Tuesday, Mar 12 7:30 pm
CHAPTER MEETING
Backstreet Frame & Art
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Mar 26- EPFG Board Meeting

April

EDUCATION
PROGRAM AND
BANQUET
Sunday, April 21
DOUBLETREE INN,
TUKWILA

May

Tuesday, May 14 7:30 pm
CHAPTER MEETING
ANNABELS FRAMING
AND GALLERY
2531 Broadway Avenue
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Fillet Roundtable

May 28- EPFG Board Meeting

June

Tuesday, June 11 7:30 pm
CHAPTER MEETING
STUDIO MOULDING
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Faux Finishes

July

Tuesday, July 9 7:30 pm
CHAPTER MEETING
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Business Relationships

July 30- EPFG Board Meeting

August

SUNDAY, Aug 11
EPFG PICNIC & BBQ
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September

Tuesday, Sept 10 7:30 pm
CHAPTER MEETING
RAINDROPS GALLERY
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Merchandising/Marketing

Sept 24- EPFG Board Meeting

October

Tuesday, Oct 8 7:30 pm
CHAPTER MEETING
Dimensions Gallery & Framery
206 105th Avenue NE
Bellevue (206)455-0607
Insurance - Business & Benefits

November

Tuesday, Nov 12 7:30 pm
CHAPTER MEETING
Larson-Juhl
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Smart Framing

December

NO MEETING

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