



Picture
Framers
GUILD

NEWSLETTER

OCTOBER 1996

**CUSTOMERS, CLIENTS, & CHAMPIONS:
THE HIGH COST OF LOSING A CLIENT
by W. Franklin Graham**

THIS IS THE 2nd ARTICLE OF A 3 - PART SERIES

According to AT&T,

- For every client who bothers to complain, there are 26 others who remain silent.
- The average "wronged" client will tell 8 to 16 people.
- 91 percent of unhappy clients will never purchase services from you again.
- It costs about five times as much to attract a new client as it costs to keep an old one.
- For every complaint there are about 250 more clients with problems or potential clients who hear bad things about you.

Why Clients Quit Buying

- 4% Died or moved away.
- 4% Formed other friendships.
- 9% Saw an advantage in another product or service.
- 14% Due to product or service dissatisfaction.
- 68% Felt Ignored.**

Converting Customers To Clients, and Clients To Champions

Ultimately, your competitive advantage is determined by your client. Ignoring them, taking them for granted and ignorance of why they do business with you can have fatal consequences.

Knowing where your past business has come and why, will allow you to compare and contrast With your organization's interests, values, goals, objectives, and connections. This will result in a relevant business development plan that is based on client knowledge instead of your own opinion.

Develop a select list of long term clients. Include a cross section of people (i.e. occupations, income, size or number of accounts, etc.). Identify the clients with whom you will relate . . . those people who possess the internal and external characteristics consistent with your mission and values and consider:

- Why they do business with you.
- What was their initial motivation to work with you?
- Is that their current motivation?

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inside...

FLASH!! Susan Bye and staff of The Frame Dame, Silverdale WA, take **FIRST PLACE** in PPFA Print Framing Competition at the PPFA Los Vegas Convention. Details in Nov. issue.

**OCTOBER 8 CHAPTER MEETING AT
DIMENSIONS GALLERY & FRAMERY**

This month's meeting will focus on a critical subject: **INSURANCE**, presented by two highly knowledgeable representatives from the insurance industry:

- ◆ KAREN BECK, of Karen Beck Insurance & Investments, Seattle, will explore the many options available in the MEDICAL-DENTAL coverage, including the impact of the recent legislation in the benefits field;
- ◆ STEVE LANG, of the Bell-Anderson Agency, Kent, will help us look at the complex question of business and liability insurance, including company vehicle coverage.

Here's your chance to get some answers on one of the most important and confusing aspects of our business from two outstanding experts in the field! See you at Dimensions:

**206 105th Avenue NE - Bellevue
(206) 455-0607**

Directions: Exit 1405 at NE 4th Street, go West (towards city), left on 105th Ave NE; Dimensions is on the left at the end of the block. Alt: use Bellevue Way to NE 4th or NE 2nd; East to 105.

Which services and products are perceived to have the most value.

How beneficial have these products and services been for them?

What it is like doing business with you.

What are you really doing well?

What could be improved?

What are their values and concerns?

What they are passionate about?

How has working with you increased their profitability and productivity?

How is their your current communication with you?

How could it be improved?

If you cannot answer these questions by yourself, create a questionnaire that focuses on client service and how it can be im-

(Continued on Page 2)

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proved. Interview as many clients as possible by telephone or in-person (this is not another mailer or statement stuffer).

Here are some questions to get you started. Determine how your client knows the answer by understanding how he/she measures the results. Get specifics.

1. Thinking back, what needed to be accomplished?
2. How did OUT work together accomplish your short term goals?
3. What problems needed to be solved?
4. To what degree did our work together solve them?
5. What was your initial motivation to retain us to help you solve them?
6. Is that motivation still valid or has it changed?
7. How beneficial has our relationship been for you?
8. How did our work together positively impact your profitability?
9. How did our work together positively impact your productivity?
10. Considering our work together, What are we really doing well?

Please reconsider the list and prioritize in order of importance or degree of impact to you and your organization.

To avoid the high cost of continually replacing customers, focus on building long term relationships with clients and champions by understanding why they do business with you. This does not mean more sales training, reprogramming your subconscious mind or getting a charisma injection. It means developing a client building process that continually assesses your client's needs and measures results to make certain that your product/service meets their needs in the way they want.

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*



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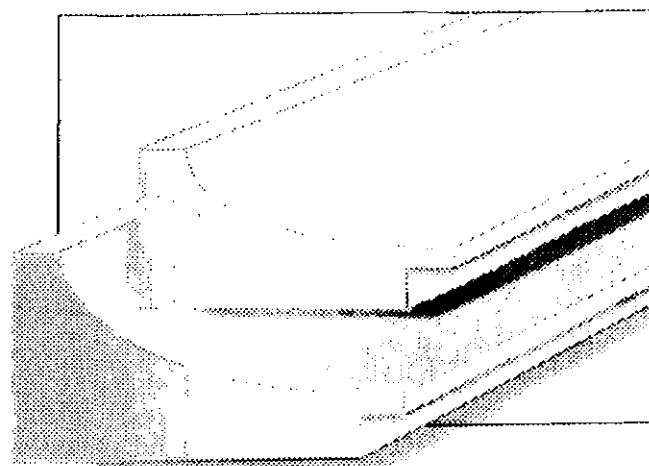
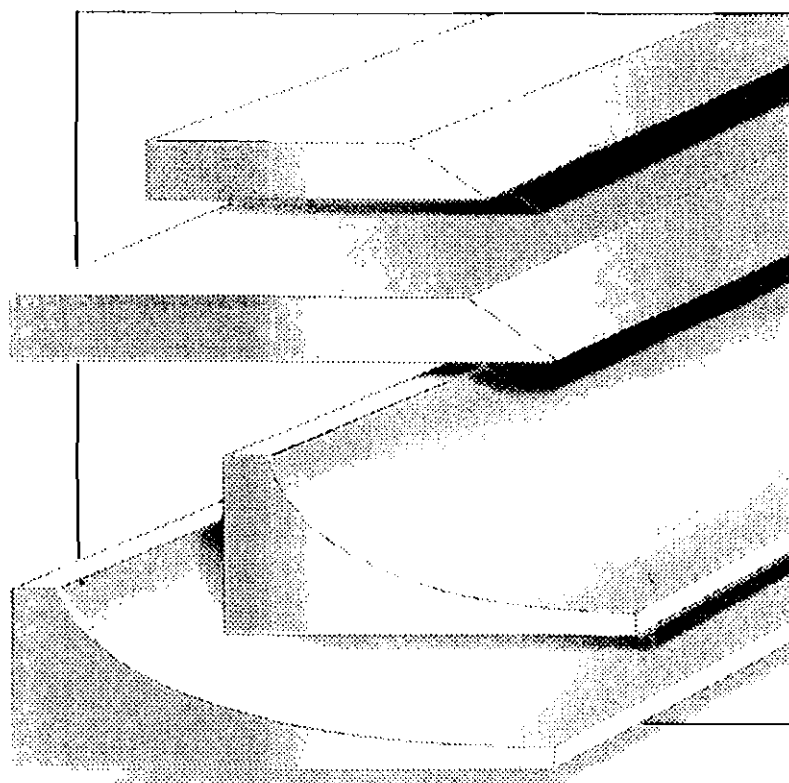


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Needlework- Kistler III
Business Forms
Conservation Framing
Easy to build object box
Frames & framing
PPFA Guild: Guidelines for framing works of art on Paper
Guidelines for framing works of art on Canvas
Mounting, lamination, and texturizing
Matting & hinging
Marbling
Art of showing art
Beginners Guide to Faux Finishes
Guerrilla marketing
How to care for works of art
How to sell framing
Life of a photo
The Gilder's Manual
Practical Gilding

VIDEOS

Traditional gilding
Basics of matcutting/decorating
Basics of picture framing
Color selection in matting
Conservation framing - Bowen
Framing needlework
French mats & inlaid mats
Conservation framing needleart
Conservation framing - Kistler
Recognizing Graphic Art Techniques- FACTS

GILDING TOOLS -Gilder's pad, tip, & knife
Check out this basic set of gilding tools, along with the new books on gilding and develop your gilding skills!

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.

ALLAN LAMB, CPF
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(206) 776-1911

SEPTEMBER MEETING NOTES....

Another outstanding program was enjoyed by everyone attending the September Chapter meeting at Raindrops Gallery in Seattle's Wedgwood neighborhood. Two experts in store layout and merchandising design, Jan Holbrook of Callison Architecture, Inc., and Michelle Milloy of the Bon Marche, provided in-depth planning criteria and ideas, along with specific product information on display fixtures and lighting.

Establishing your "image" was high on the list; have your design say who you are and how you sell.

Organize different components to harmonize with each other, and to thematically show how products are used. Show things in context; create vignettes, being sure that the product is the important part. Place what they want forward, and what they need back. Create focus on products, organize to guide people around.

Make window displays theatrical, use lots- really lots- of light, which runs counter to the needs of artwork. Consider the use of inexpensive prints that can be discarded if faded. Set up a highlighted item to draw people in, and use a dark backdrop to help the display stand out.

Good lighting is very important; create changes of light levels with track lighting in front of artwork, and warm white (2700 K) for ambient light. And determine the right color temp for the track lights for the type of display.

Use of signage is also critical. Never use hand-written signs, and use consistent size and style for each type of sign, and repeat logos and motifs in signage of all types.

These are a few of the ideas and tips presented- there were many more, but these are all time and space will permit. See you next meeting?



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January

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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
Tacoma (206)564-2320

March

Tuesday, Mar 12 7:30 pm
CHAPTER MEETING
Backstreet Frame & Art
10240 Main Street
Bellevue (206)455-9442

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
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Bellingham (206)258-6402

Fillet Roundtable
May 28- EPFG Board Meeting

June

Tuesday, June 11 7:30 pm
CHAPTER MEETING
STUDIO MOULDING
8214-B S 192nd Street
Kent (206)656-2940

Faux Finishes

July

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

July 30- EPFG Board Meeting

August

SUNDAY, Aug 11
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Framers Olympics!
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September

Tuesday, Sept 10 7:30 pm
CHAPTER MEETING
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9425 35TH Avenue NE
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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

Nov 26- EPFG Board Meeting

December

NO MEETING

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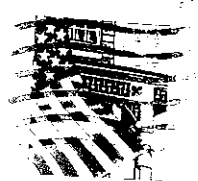
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