

How Do You Add Value To Your Clients?

The Virtual Assistant industry is getting bigger and better every day with more and more people starting their own VA businesses. What this means for you is that you have more competition to deal with.

The trick is for you to stand out from the crowd so that you attract clients but also keep those valuable clients - it is a fact that it is easier to sell to your existing clients!

One of the things you can do is look at what added benefits you provide and compare it to your competitors to see what you are doing better and what they are doing better.

You need to be very honest with yourself and also objective as this is a very important exercise to do - there is no point getting emotional over your business, you need to think like your client.

Once you have done the analysis, have a think about what other benefits you can give to your clients.

Think about:

One stop shop - do you have a supplier database that you can recommend reputable companies to match your clients requirements. Clients come to trust their VAs so it soon becomes the norm when they are asking your advice on where to go and who to use. You could always think about teaming up with good suppliers who offer affiliate or rewards programme or so you can earn some passive income as well.

Referral system - do you reward people who refer work to you? Think about offering an affiliate system to your clients and associates. This is very appealing to clients who can earn money off their bill or commission each month just for recommending you to their contacts and clients. Everyone loves passive income so make it easy for your clients.

Proactive service - do you provide a really proactive service or do you just respond to client requests? Get to know your clients really well so that you can anticipate their needs in advance and therefore provide services or solutions before the client needs them.

Discounts - have you got products that you could offer discounts on for valued clients? Everyone likes to feel special and a great way to do that for your existing clients is to reward them with discounts.

Think about what you could offer your clients so that you can stand out from the crowd in all your marketing material and then start implementing them now.

About the Author

Emma Walker is the owner of [CKPA Office Solutions](#), a UK based Virtual Assistant and Online Business Manager company.

She is also Co-Founder of [VA Success Group](#), a company devoted to helping Virtual Assistants build and grow successful VA businesses. If you'd like to receive invaluable tips and advice on creating your perfect VA business, visit <http://vasuccessgroup.co.uk/virtual-assistant-freebies/>