![eCorner]

Stanford eCorner

Attracting Clients Early On

16-11-2005

URL: https://stvp.stanford.edu/blog/videos/attracting-clients-early-on

Ricks advices entrepreneurs on how to attract clients in the early days of a firm when a company is trying to compete and it does not have any accomplishments to talk about .

Transcript

I just tell you what we did.. We didn't even know it really had a price what we did when we started the firm because the firms we worked for kept everything behind close doors.. So we just had to ask around and do the best we could and I know we were lower than everybody else because our overhead was lower and that's all we needed.. So it's one, you know, that's the way a lot of entrepreneur start their business.. They're diving in low and they work hard and that's what we did.. And then we, you have to sell yourself.. And I think a part of it had to do with our passion for what we do and we had a, even though we were young and Richard was a little bit older, we had a decent track record in the community.. People knew enough about us to take a chance on us.. You know we just had to go in and talk to them and it was tough.. Those first few years were tough..

We actually got a lot of referrals from other architects.. They were, they're willing, the things that they couldn't afford to do because they were too low, price point was too low or they just didn't want to do it because it was a small job they didn't think much of.. And that helped us and we just.... Then we called on relationships that we had, you know, contacts that we had from our previous employment.. We didn't go attack our firm's clients, our previous firm's clients but we just worked those, those networks in our business.. And I think this is true in a lot of business.. People hire people.. It's relationship driven, particularly in the service business.. You got to be confident first but then if they like you and they trust you and they know you'll stand behind your word, you'll get work.. If you don't do any of those, they'll go somewhere else..

So that's a big piece of it then...