



Fred's Story: Taking Cues from Your Clients

We handled stressed passenger hotel accommodations. Flights would come in after midnight. People hungry, aggravated.

But heading into the nineties, we know that's not going to be our core business. One of our airlines came to us said, "Look you're doing such a good job for the stressed passengers, and can you help us with crew accommodations?" So we really honed in on the crew business to create a base of revenue that we could scale.

I remember one of the clients said to me, "You guys are so accommodating that I'm afraid that we're taxing you too much because whenever we ask for something you're ready to say, 'What do you need? Let's do it.'"

"Let me share some wisdom with you. Ask them why they're asking that and understand why they want it. Because sometimes we don't know what we need in order to produce the results we're looking for." And that was a big wake up call for me...being in touch with your clients and building that relationship where they feel comfortable coming to you and sharing real wisdom. In many cases, the customers give you the answers.

Business is like a bicycle. You can't stand still because eventually you'll fall off. You can't go backwards. You got to keep pedaling and looking at what's tomorrow going to bring.