

How to win big name clients with LOVE

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About Wholegrain Digital

Founded in 2007

London's Original WordPress Agency

16 people with big hearts

Grown organically

www.wholegraindigital.com



Our clients

WHOLEGRAIN
digital

M&S
EST. 1884

unicef 

Lenovo

Time Inc.

 rightmove

UNITE
STUDENTS

Go Ahead

serco

 WaterAid


ANDREW LLOYD WEBBER'S
REALLY USEFUL GROUP


unite
the UNION

 JLL


telegraphmediagroup


ecover


solarcentury

totaljobs
GROUP

Rapha

Jamie
Oliver


Ben's
Cookies

collectively

People often ask me

WHOLEGRAIN
digital

“How do you win your
big name clients?”

We **don't** hire
SALES PEOPLE

We don't ADVERTISE



We **don't**
BID FOR TENDERS

We don't
GO NETWORKING

We don't
PAY FOR REFERRALS

So where do our clients find us?

- Word of mouth
- Organic search
- Repeat business

So how do we win
big name clients?

- **LOVE** yourself
- **LOVE** your team
- **LOVE** your clients
- **LOVE** your world

“Listen”

The foundation of a good **relationship** is the ability to listen

“Treat them as humans”

Don't look at the logo, look at the
individual

“Treat *everyone* well”

Whoever they are, whatever the
circumstances

“Be honest”

Honesty is the best way to earn a clients trust, even if that means admitting your own flaws

“Admit your mistakes”

Say sorry, learn from your mistakes and your client will **respect** you more

“Sell less”

Clients fear that the agency will try to sell them things that they don't need.

“Be helpful”

Go out of your way to help, even when there is nothing in it for you



“Do your best”

Give **100%**, even if you think it isn't enough, and even if you think the client isn't worth it

“Don’t give up on them”

Perseverance counts for a lot, and clients want an agency that will stick by them through hard times

“Forgive them”

Clients are never perfect, and you need to accept their **weaknesses** just as they accept yours

“Don’t use jargon”

Make things easy to **understand**. It will put them at ease and make communication **easier**

“Treat them as a partner”

We are all on the same team.
There should be no “us and them”

“Surprise them”

Sometimes, a surprise **gesture** is the best way to tell them that you love them

“Care about more than the money”


Caring about the wider world
makes life better for everyone and
shows your clients that you have
integrity

“Share your passions”

Pursue your **passions** and you'll be more likely to attract clients that share the same passions

“Build a **wholesome** brand”

Communicate your positive
attitude, values and culture
through your brand

- Be caring
- Be passionate
- Be reliable (but spontaneous)
- Always be honest
- Be yourself
- Remember - Money can't buy 

**Winning big name clients is
about building strong
relationships with them.**

**All good relationships are
based on LOVE.**

Thank you

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Blog - www.tomothinks.com