



# Happy customers

*Victoria Kluth* runs consulting company Araza – and says she has the best job in the world. Here, she talks clients, business lessons and why she had to switch to decaf ...



## MEMBER DETAILS

*Victoria Kluth*

**POSITION:** Managing director

**COMPANY:** Araza

**WEBSITE:** araza.com.au

*Tell us a little bit about your business:*

Araza is a consulting and technology services company. We support our clients with implementation and delivery of their projects by providing management, analytics and testing. We have one mission: be great! We have aligned our entire organisation around this mission: doing great things for the client, consultant, company and each other.

*What do you love most about what you do?* I have the best job in the world! Being the managing director means I get to set the vision and direction of the company which is not only challenging, but fun.

I spend my days meeting with clients and consultants to support our fantastic team. I had to switch to decaf because I have a lot of coffee meetings! This could be for sales, leadership or a meeting with a team member to hear what is going on with their project or their family. There is nothing better than a client telling me that the work Araza is doing is making a difference to their organisation and to them personally.

*The last thing I tweeted was ...*

#onwisconsin. I am very proud of my alma mater!

*What one trait has helped you most in your work?* Confidence has been important in my success. Whether it was when I was

starting as a young consultant or now as I make decisions that affect my company, I have backed myself and my decisions. Self-assurance also helps when I have been wrong or made a mistake. It makes me fearless about admitting my error so that we can move on.

*What is the hardest lesson you've learnt and how did you learn it?*

We lost a relationship with our biggest client once; it was devastating. We were doing great work but it didn't matter. The decision was based on a larger, future corporate strategy, not the current outcomes. It highlighted to me that you can lose your biggest sales, client, or customer for many different reasons at any time. I learn that diversification of your client base is vital for a healthy client portfolio. I make client differentiation a large part of our sales strategy.

*What's the one golden piece of advice you could offer other women in business?* Go for the premier clients. We have a motto at Araza – why not us? If you have a fantastic service or product, you should target the premier companies in Australia. Araza has great services to offer so we should be able to compete against the largest international organisations and we do. After only 16 months, we have 25 per cent of the ASX 20 as clients and work with some of the largest enterprises in the country.

*What are you most pumped about right now?* Araza Women – an organisation that we created to have both an internal and external focus. Internally, it is a review of our practices to ensure equal pay and equal role representation. We are one of the few Australian companies that can boast such a strong practice. Externally, we educate and promote dialog about gender equity via LinkedIn and our speaking seminars. Araza Women is an exciting community built not only by the team members of Araza, but made up of our clients, vendors and friends of our organisation. By being a member of Araza Women, you can find advocacy and support for positive, productive goals in business.

*Describe yourself in five words.* Loud-talking, quick-laughing Arazan.

*My top marketing tip:* Have a pricing strategy and make it part of your marketing plan. How you price your services says a lot about your company, so make sure that your rates reflect your sales and marketing strategy. Araza sells premium services but we price in the median to allow us to break into new clients. ✨

## Quick questions

**Three items in my bag I can't live without:** iPhone, lipstick (Estée Lauder), my myki card.

**Last book I read:** *Yes Please* by Amy Poehler.

**Fave website:** TED.com.

**Fave app:** Shazam.

**Entrepreneur icons:** Oprah – and my dad.

**Cook me this dish:** American cheeseburger.

**The tune that gets me on a dance floor:** Salt-N-Pepa's *Push It ...* anything '80s!

**Quote I love:** Gratitude not attitude.