

5 Ways to Stop Your Competitors Stealing YOUR Customers?

TEL: 0845 555 1030

Typically businesses see 80% of their income from only 20% of their customers. Too many businesses neglect their loyal customer in pursuit of new customers. However, they are a lot more difficult to attract and it's a lot cheaper to maintain your relationship with existing ones, so put your efforts into building customer loyalty!

Communication is Key. Whether it is a newsletter, monthly flyer, a reminder card for new services, or just a Christmas card, reach out to your steady customers.



'ARE YOU THE ONE WHO GIVES
LOYALTY CARDS?'

Go the extra mile for customers! Go the extra distance and meet customer needs. Train the staff to do the same. Customers remember being treated well.

1. **You need your employees!** Loyalty works from the top down. If you are loyal to your employees, they will feel positively about their jobs and pass that loyalty along to your customers.
2. **Train, Train Train....** Train employees in the manner that you want them to interact with customers. Empower employees to make decisions that benefit your customer.
3. **Always be Reliable.** If you say a purchase will arrive on Tuesday, deliver it on Tuesday. Be reliable. If there is a problem then inform the customer immediately and compensate them for the inconvenience.
4. **Flexibility!** Try to solve your customer problems or complaints to the best of your ability. Sometimes you may need to go out of your way to do so, it's worth it!
5. **People over Technology.** People want to speak to people – it's that simple! The harder it is to do so, the less likely it is that you will see that customer again.

If you want more of these “strategies” on how to do more than “cope” in the recession then why not come along to our fully funded workshop on ‘Inspirational Leadership and Performance Management’ on the 20th May at Bristol Business College! Click the link for further information on the agenda, location and funding: www.bristolbusinesscollege.com/quickenforequest