



**“CONNECTING YOU
TO THE FUTURE”**

RETENTION STRATEGY

The easiest way to grow customers is not to lose them, too many organisations spend too much time and energy trying to secure new customers versus investing efforts in getting existing customers to buy more often.

The average business loses around 20 percent of its customers annually, simply by failing to attend to customer relationships. In some industries this leakage is as high as 80 percent. The cost, in either case, is staggering, but few businesses truly understand the implications.

Reducing Loses – Virtually every business loses some customers, but few ever measure or recognise how many of their customers become inactive. Most businesses, ironically, invest an enormous amount of time, effort and expense building that initial customer relationship.

They then let that relationship go unattended, in some cases even losing interest as soon as the sale been made, or even worse, they abandon the customer as soon as an easily remedied problem occurs, only to have to spend another small fortune to replace that customer.

The easiest way to grow your business is not to lose your customers. Once you stop the leakage, it's often possible to double or triple your growth rate because you're no longer forced to make up lost ground just to stand still.



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Sell and then sell again – So many companies do an excellent job of making the initial sale, then drop the ball and get complacent, while chasing for more business. Your selling has only just begun when someone makes that initial purchase because virtually everyone is susceptible to buyer’s remorse. To lock in that sale, and all the referrals and repeat business that will flow from it, you need to strike while the iron is hot to allay your customers fears and demonstrate by your actions that you really care.

You should thank them and remind them again why they’ve made the right decision to deal with you and put a system in place to sell to them again, and again, constantly proving that they made the right decision. You must make it your priority to continually sell the product portfolio to all your customers as matter of everyday business.

Bring back the “lost sheep” – There’s little point in you dedicating massive resources to generating new customers when 60% of your dormant customers will be receptive to your attempts to regenerate their business if you approach them the right way, with the right offer.

Reactivating customers who already know you and your products is one of the easiest, quickest ways to increase your revenues. Re-contacting and reminding them of your existence, finding out why they’re no longer buying, overcoming their objections and demonstrating that you still value and respect them will usually result in a tremendous bounty of sales and drastically increased revenues in a matter of months.



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2. Focus on Solutions

Modern sales training wisely teaches salespeople to be customer centric. However, that doesn't mean all aspects of a customer's life from college exploits to hobbies rank equally in importance. Centre your dialogue around the most important customer focus: solutions.

Find out what's not working well, what's missing, or what deficiencies need improving; then show how products, services or special options from your company can address these matters. To improve sales, your communication should be full of expert advice, recommendations and resolutions so the prospect will think of you not just as a salesperson but as a problem-solver.

3. Read Body Language

A salesperson can gain an advantage by reading body language. Interpreting how long a customer glances at a part of the presentation, how wide pupils dilate to show interest, whether the torso is pointing in a direction that shows agreement or if the prospect is signalling openness through gestures can all improve sales potential.

There is a lot of information about this on the Web, so some time spent searching and reading is time well spent.



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Extraordinary Customer Service - The never-ending pursuit of excellence to keep customers so satisfied that they tell others how well they were treated when doing business with you. Moving the product or service you deliver into the realm of the extraordinary by delivering higher than expected levels of service to every one of your customers.

Key facets include:

- Dedication to customer satisfaction by every employee
- Providing immediate response
- No buck passing
- Defined process for support, i.e. When people are away, not at their desks
- Going above and beyond the call of duty
- Consistent on-time delivery
- Delivering what you promise before AND after the sale
- A zero-defects and error-free-delivery process
- Recruiting outstanding people to deliver your outstanding customer service

*Extraordinary service builds fortunes in repeat customers, whereas poor service will drive your customers to your competition.