



4 Things You Need to Do to Retain Customers and Reduce your Churn or Attrition?

1.Wow Them. Treat your customers like gold and they will reward you by purchasing your goods and services and giving that gold back to you. There are many great books you can read or seminars you can attend to learn about customer service, but really it's all about treating them how you would like to be treated and then going a little further. This means that you need to hire great staff and train them to treat your customers just the way you would like to be treated. In Chapter 9, we discuss implementing sales models that uncover your customer's needs and describe in detail how you can fill them. I love going into a business where they know my name, and my wife loves going into the coffee shop where they have her coffee ready before she even orders it. Think about it – you love that special attention, and so do your customers. How can you wow them?

2.Invite Them Back Regularly

If you have a database to track what your customers are buying and how their purchases are changing over time, this can be extremely valuable to you. Use this information wisely to build rapport and trust with your customers and invite them to special sales or targeted offers suited just to their needs. One of the things we implemented in our stores was the use of our database to uncover who our best customers were. It can take some effort, but it really works. James, our IT guy, implemented a program where we could print out names and addresses of these people, and we then sent them gift cards to thank them based on their past purchases. The response was overwhelming. We had new people coming into the store and asking if they could get into our customer loyalty program because they wanted to be rewarded by a store that sent their customers rewards!

3.Engage Them On A Regular Basis

Communicating regularly with your customers through email, social media, and other means reduces the chance of your competition poaching them. I know of one business that regularly offers free training seminars to their customers and their staff. This adds value in the mind of the customer. Sometimes the information offers suggestions on how to use their product; at other times, it is information related to how the customer can improve their own business. Giving your customers something for free tells them that you value them and that you are interested in more than just money. This breeds loyalty and gives you more opportunity to discover how you can serve your customers better and find solutions to their needs.



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4. Make It Easy For Them To Buy From You

Is there anything in your business model that makes it difficult for your customer to buy from you? Are you open at the right hours? Do you have the right locations, speak the right language, and deal in the right currency? Do you use the best delivery method? What else can you do that will encourage your customers to buy more frequently? Does your competition do anything better than you that has the potential to draw your customers away? Can you add that to your business model? Can you improve on that advantage so that you gain the upper hand?