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Strategies For Building Client Retention

By Bea Fields

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Traditional marketing strategies encourage business owners to continually grow their businesses by adding new customers. In today's competitive world of business, it is more important than ever to aim for more transactions with existing customers by using the power of customer follow-up and attention to good service. These ten tips will help you in turning your existing customers into walking billboards for your business.

1. Spend thirty minutes each day talking with two existing clients. Ask them what they want, what they need, and what they like/don't like. Implement the ideas that work for you.
2. Invite your champion clients to serve on your Board of Directors. Your clients will add wisdom and will know that you value their judgment.
3. Post newspaper/magazine articles about your clients' achievements in your establishment. People love to be acknowledged for their wins. A classic picture frame will add an elegant touch.
4. Invite clients/customers to test a new product or service before you offer it to the public. Your customers will have insight about what the public wants. This will save you energy and will send the message to your client that they are the first to experience something new.
5. Partner with your clients in a marketing effort, workshop, or special event. The more opportunities you have to spend with your clients, the more you will connect on a personal basis.
6. Provide value every day. Freebies and discounts are a great way to keep clients and make new ones. A free car wash, hair cut, facial, or gift certificate are always popular. Offer something unique to show your customers that you are creative and open to new ideas.
7. Follow the successes of companies that have a reputation for outstanding customer service. By learning from the pros, your business will grow and improve.

Strategies For Building Client Retention

8. Connect with your clients on common ground. Find out what you share in common with your clients. They will remember you and develop a sense of friendship.

9. Spend time with your competition, and know what they are doing. In this competitive world, it is difficult to stay ahead. Design a suggestion box for customers to let you know about better prices and better service.

10. Remember! Your customers are always right even if they're wrong. Thank your customers for both positive and negative comments. Do all in your power to make them happy

Getting Started with Marketing

By Kendall Summerhawk

Getting Started with Marketing by Kendall Summerhawk

Does marketing your business seem overwhelming? Have you wondered how you were ever going to fit marketing into your weekly workload?

I know that marketing is usually an entrepreneur's least favorite activity to do! Every week I receive emails from entrepreneurs who are ready to get their business off the ground but don't know where to start. Sound familiar?

I'm going to share with you 5 strategies you can take to get started marketing your business or re-vitalize your existing marketing. These 5 strategies have been used by entrepreneurs over and over again, with these consistent results: greater confidence, energy and enthusiasm for marketing, AND more clients!

Strategy 1

Get crystal clear on who your choice client is. Why? So you know where to direct your marketing time, money and energy! I can talk for hours about the concept of choice client (look for more about this in future articles).

In a nutshell, your choice client definition clearly describes the kind of person you most want to work with. It does NOT mean this is the only person you will work with. It DOES mean this is the only kind of person you will spend your marketing time, money and energy on.

Strategy 2

Develop a strong, compelling list of benefits your clients receive from working with you. Once you orient your thinking, your language and your approach around the results you deliver, you will never be at a loss to describe your business again.

Strategy 3

Design 2–3 tiers of services you can offer. Include at least one way prospective clients can sample

Strategies For Building Client Retention

what you do with no commitment on their part.

Strategy 4

Create 3 ways you can consistently reach your choice client. The keyword here is consistency. Even the best marketing approach won't work well if it's only done sporadically.

If you enjoy writing, then write an article twice a month. Love networking? Go to networking events twice each week. Want to build your referrals through strategic partners? (a fancy term for those people who share your choice client) Create a list of other businesses that share your choice client and contact four of them each week until your list is exhausted.

Consistency is one of THE easiest ways to be successful building your business!

Strategy 5

Make time in your daily calendar for marketing. Schedule this time as you would an appointment with a client and then honor that appointment with yourself!

Now it's your turn!



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