



" PLEASE – DON'T LEAVE US!!!!!!!!!!!!!! "

WHAT YOU CAN DO TO KEEP YOUR BEST CUSTOMERS

Picture this. You're 21 years old. You've got your best outfit on. You smell great. You look great too! Tonight you're taking on the club scene. And as you're heading out the door you have only one question to answer: are you looking for a relationship or a *transaction*?



Yes- you read that right. And as you guessed it, that is exactly the question you are answering when you approach your customers - whether you know it or not.



You know what? They know it. Customers feel it and respond accordingly. In fact for clients – it is all about feelings. Look at why the leave.

Most managers think it's because of cost - the client found a cheaper alternative. However when customers were polled on why they abandoned a business – **70%** said it was because of poor service. They felt ignored or mistreated.

Here's what the experts say you can do to make sure your customers feel loved (and respected).

THE SECRETS

Quit the Customer "Hot Potato." Whoever speaks to the customer first should "own" the customer. Customers lose their patience when they are passed off to another person who they have to tell their whole story to – again. Try to be prepared to answer their questions.

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Non-Sales Contacts. Really get to know your customers – who they are, what they like, family history. Commit to calling them periodically just to see how they're doing. Arrange lunch together and DON'T GIVE THEM A SALES PITCH.

Don't Make Your Customer Figure Out The Organizational Chart. Customers don't care whether they need to deal with Sales or Operations. They just want a good product and good service. And for them that means a start and a finish – not 20 steps along the way. Make that end-to-end cycle seamless for your clients. Good salespeople know they should accompany their clients *throughout* the process and be a good “buffer” to trouble.

Something for Nothing. Consider giving your loyal customers a discount – out of nowhere. A lot of businesses make customers work for “money-off.” A discount for nothing with a friendly note saying, “We're just thrilled you are a loyal client!” is a very pleasant and memorable surprise.



It looks like more work. But in the end for your business it could be a lot more reward.

REMEMBER, OUR BUSINESS IS TO PROTECT YOURS

- INVESTIGATIONS
- PRE-EMPLOYMENT SCREENING
- WORKER SAFETY

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