

Grow Your Business and Own Your Customers



Create Your Loyal Customers

If you are a Coffee shop owner you want customers who will *only come to your shop* when they want coffee. If you are a mechanic you want to be *the only one that your customers turn to* for all of their automotive needs. Indeed, every business owner dreams of having loyal customers who only come to them when they have a need for their particular goods or service. Getting them through your doors the first time is often the biggest concern and biggest expense but that shouldn't be your only focus. Of course you have to have an excellent product or service BUT that in it self is not enough. Once you get them in the door you must also provide superior customer service to truly gain a loyal customer.

Get to know your customers. This happens by interacting with your customers and making sure your staff does as well. Provide personalized service. Regular customers like to be called by name. When you consistently provide good service a relationship is formed between you and your customer that makes doing business a pleasant experience.

The Power of Thanks

A little Thank You goes a long way. People like to be recognized and appreciated. You can encourage and gain loyal customers simply by genuinely thanking them for doing business with you.

Without the Customer There is No Business

Educate your staff. DO NOT lose customers due to the following common customer complaints:

- Rude irritable staff that seem to have more important things to do - like cleaning or rearranging merchandise.
- Staff who help the customer while talking on the phone - or talk on the phone while the customer waits.
- Staff that continue to talk to other employees or a friend while the customer is waiting.
- Failure to follow up or unmet expectations.
- Not correcting errors promptly.
- Negative atmosphere.

Treat customers as if you were going to lose them if you fail today. It may be true.

Never forget that good, loyal customers are hard to come by. Remember their value and do everything in your power to keep them because they can simply choose at any time to stop being your customer.