



Satisfied vs. Loyal Clients

Satisfied clients:

- Will continue doing business with you - until something better comes along
- Sees business as impersonal, only doing business with a company, not with a person

Loyal clients:

- Forgive and understand mistakes and problems
- Are not price sensitive.
- Will promote your business with word-of-mouth advertising (the most effective form of advertising)
- Will not jump at the next "pretty face"
- Determine your future income

Research shows that “satisfied” clients will walk away from your business

Check out these stats!

- More than 40 per cent of B2B clients, who claimed to be satisfied, switched suppliers without looking back¹
- B2B buyers estimate that 78% of their budgets were spent on "repeat" (50%) or "repeat modified" (28%) purchases²

Client satisfaction might allow your business to stay in the game however; client loyalty will help your business grow and maximise profits.

Why just satisfy your clients when you can blow them away?

¹ <http://www.b2binternational.com/library/whitepapers/whitepapers11.php>

² http://promoteyourbusiness.thomasnet.com/industrial-marketer/September_09.html