

*"Where are your client partnerships headed?"*

*"Making sure your customers stay with you and never want to leave."*

## How does your company measure up against the 12 Characteristics of Businesses with Loyal Clients?

Based on more than 10 years of conducting in-depth client interviews, these are the characteristics consistently identified as strengths and reasons why clients choose and use particular vendors - and stay with them.

*Please note that they are not ranked in any particular order.*

- ⊕ Good communicators
- ⊕ Integrity
- ⊕ Trusted – honest/transparent
- ⊕ Share knowledge/ add value
- ⊕ Amiable/ well liked
- ⊕ Responsive & reliable
- ⊕ Genuine/ Caring
- ⊕ Technically competent & skilled
- ⊕ Collaborative – partnership viewed as two-way
- ⊕ Consistent high quality – services/people/products
- ⊕ Congruent & truthful
- ⊕ Demonstrates understanding of client's business

Which of these characteristics do you think your company possesses?

Which of these characteristics do you think would be most important to your key clients?

**Using the graph on the next page, what do you think your average scores from your key clients would be across all 12 characteristics?**

We've given you a score of 10% as a head start!

*Please scroll down ...*

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*"Loyalty is earned. It is never given."*

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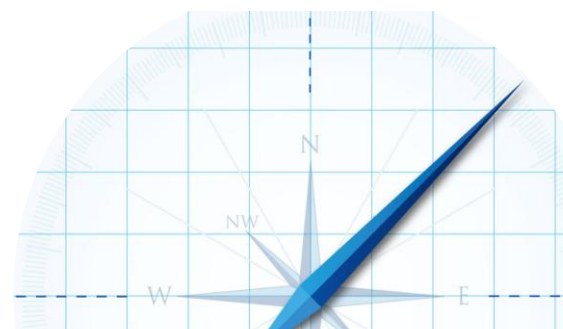
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"If you want to know the truth and really gain an understanding of your competitive advantage, then you need to engage Leigh Stafford and the team at Leading Matters.

Leigh has an uncanny way of eliciting the truth from your clients - how they see your strengths, how they think you can improve and how they think you can make more money! Who wouldn't want to know that?

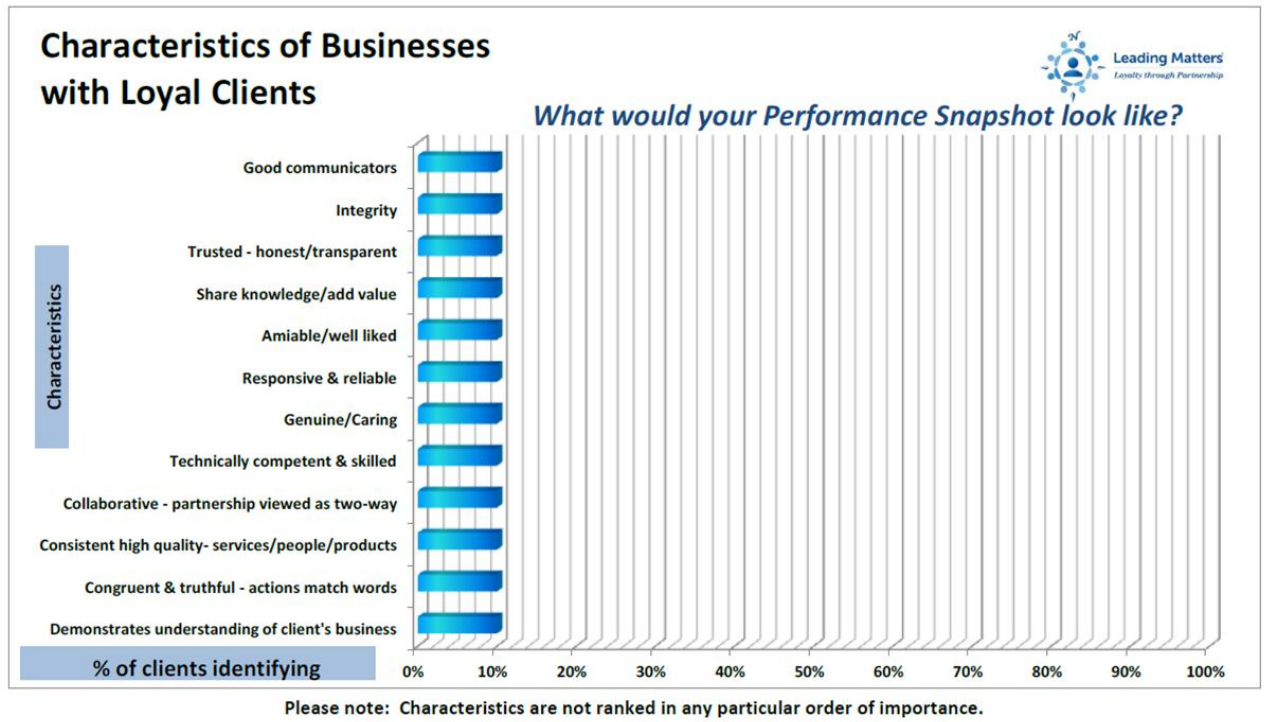
She will give you the insights you need to turn your clients into lifetime loyal customers."

**Martin Coyle, MD**  
**Consistent Results,**  
**South Melbourne, VIC**





## Characteristics of Businesses with Loyal Clients



*"If your client buying power impresses you, wait 'til you see their brain power."*

