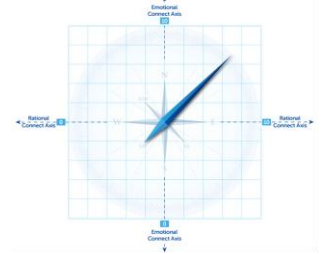




Leading Matters®
Loyalty through Partnership

The Loyalty Compass



"Where are your client partnerships headed?"

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

Proactive vs. Reactive The winner is ...

When it comes to client retention, pro-activity beats reactivity hands down!

It's especially important to be proactive with clients when things are going well and long before contracts are up for renewal.

How do we know this?

Over the past 12 years we've been having conversational interviews with clients like yours for their in-depth feedback and have found that likeability, adding value and responsiveness are right up there with excellent communication, strong skill sets and trust. We also know that when clients are loyal they are more forgiving when things aren't going as well as they might.

By being pro-active, you minimise the need to be reactive because your finger is on the pulse! When you know what's going on for your clients, you are in the best position to be responsive if/when their needs change.

Being pro-active creates the opportunity to prove you care – even if it's just checking in to see how things are going - with no ulterior motives!

It's about building emotional connections with your clients and it's important.

When people talk about their appreciation of the two-way nature of the relationship they have with their service providers, it identifies an emotional connection. This connection consistently proves to be a strong indication of their loyalty.

[Check out more benefits of loyalty here.](#)

Would you like to receive our monthly newsletters?

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"Loyalty is earned. It is never given."

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"As the Managing Director of Exceld, a leadership development organisation, the only true measure of my success is how my clients describe the quality of our relationship and the benefits of their experience ... Leigh's style and approach goes beyond describing the 'what' and focuses on the 'how' – she has a unique ability to find the client's 'voice and truth' about their experience. Any organisation that prides themselves on building customer advocacy and delivering to the highest standards of performance deserves to partner with Leigh."

Bernard Desmidt,
Director, Exceld, NSW

