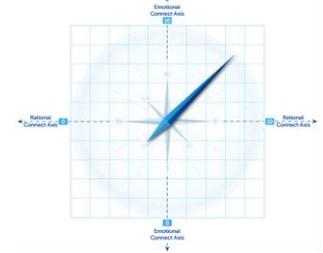




**Leading Matters®**  
*Loyalty through Partnership*

The Loyalty Compass



"Where are your client partnerships headed?"

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

## How sticky is your customer base?

**Would they peel off in a rain storm or is the glue between you more like cement? How do you know for sure?**

Here's a way to predict.

Clients are connected with you and your business in two ways. Emotionally and rationally.

When clients are emotionally connected they like you at a personal level. Will they tell you when something is wrong? Not necessarily. They may not want to hurt your feelings. They are the most likely to let the relationship slide out the back door, no slamming, no noise – just quietly, they leave.

When clients are rationally connected with you, they like or want the products or services you provide. Will they tell you when something is wrong? Possibly, once. Are they likely to be hedging their bets? Making decisions purely on price? Probably yes. Are they candidates for theft by your competitors? Yes, especially if the price is right.

People do business with those they know, like and trust. They keep doing business with those they know, like, trust, respect and where there is a two-way partnership based on all of these relationship attributes.

Instead of "Customer or Client Retention", think "Relationship Retention" and you're already on the right track. That's because enduring relationships have both an emotional and rational connection.

Imagine if you knew for sure how your clients were connected with you? Emotionally, rationally or both? What could you do with that kind of knowledge?

As 3<sup>rd</sup> party conversational interview specialists, discovering how your clients are connected with you is just the beginning...

**Would you like to receive our monthly newsletters?**

**👉 Click here to sign up!**

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

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"...Leading Matters helps keep our customer base sticky!..."

"We know how to do things better as a result of the quality of feedback we got from our customers.

Having this information definitely helps with developing customer loyalty and retention, promoting new business development and as a result, improves our bottom line."

**Andrew Matlock, VP Sales & Marketing, NewSat Limited, Melbourne, VIC**

### **Leading Matters Definitions:**

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

**Verb. Sticky:** "We keep you top-of-mind and one of a kind!"

