



Have you lost a client lately?

Many Business Owners tell us they know why a key client has left their organisation. Have you lost a key account within the last 2 years?

Here are the reasons customers leave, according to the U.S. Chamber of Commerce:^[1]

- 68% because of the treatment they receive
- 14% are dissatisfied with products and service
- 9% begin doing business with competition
- 5% seek alternatives
- 3% move away
- 1% die

It might be hard to believe that our clients don't love us but it is a reality. Remember, your key clients are more profitable, less costly to serve and more willing to market your business to others using word of mouth.

It's important that close attention is paid to key client relationships. Issues that you may not be aware of can cause clients to jump at the next best offer.

The question that we need to continually ask ourselves is: How do we really know why our clients left us?

^[1] <http://www.bautomation.com/resources/startling-statistics-on-customer-retention-acquisition>