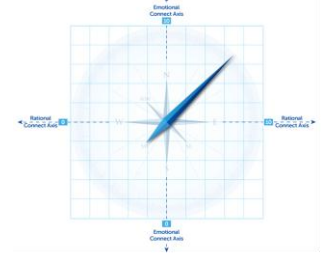




**Leading Matters®**  
*Loyalty through Partnership*

The Loyalty Compass



"Where are your client partnerships headed?"

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

## Do their hearts beat for you?

**When it comes to relationship retention and earning loyalty, keeping your finger on your customers' pulse just makes good sense!**

So, how do you keep your finger on their pulse?

**Suggestion # 1:** Develop a "Relationship Nurturing Mindset" when it comes to customer culture in your organisation.

From sales through to delivery/implementation/technical support/administration, make sure that providing great customer service is everybody's business!

Nurturing new leads is considered an important part of the sales process. When we win new business, of course it's exciting – especially for the sales team! After the sale, who's the next most likely to have contact with your customer? Will it be the delivery or implementation team, administration, accounts or perhaps the customer service team? Consider where your customer's next touch point with your organisation will be and how you can collectively nurture the relationship - starting with the sales process.

To develop a relationship nurturing mindset in all areas of your organisation, consider finding ways to involve your technical and/or admin team during the sales process so that technical support has a face! Remember to celebrate the acquisition of a new customer together!

And for an out of left field idea: Consider sending a "who's who" photo page of your key support people with their names, titles and contact details to your customers. Remember to send an annual update in case of changes to the team! Another good way to stay in touch and show you care!

When you think about it, how does any relationship thrive without nurturing?

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

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i "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."*

i \_\_\_\_\_  
L. Stafford (2013) in  
"How Sticky is your Customer Base?" Vol. 4  
Dec. 2013

