



"Where are your client partnerships headed?"

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

How do you keep your finger on your customers' pulse?

Suggestion # 2: The word "proactive" continually surfaces during conversations we have with customers of our clients. Customers like it when their vendor/suppliers/partners - are pro-active; it generates greater positive feedback; more suggestions for improvement; engenders mutually beneficial partnerships and appears to enhance emotional connections. This is considered especially important in the relationship retention stakes.

When it comes to customer culture, organisations that have embedded a Relationship Nurturing Mindset appear to have the advantage. That's because they recognise that being proactive is critical to their and their clients' success, builds win-win partnerships and fosters loyalty.

7 Proactive ways to demonstrate a relationship nurturing mindset:

- ✦ Keep in touch with your customers – especially when things are going well
- ✦ Ensure you have multiple touch points with people across both organisations
- ✦ Encourage clients to raise any issues of concern and prove you mean it by responding rapidly if a problem arises
- ✦ Provide progress updates. Remember to let clients know when the problem's been fixed!
- ✦ Always return to proactive mode! Get back in touch soon after and make sure everything is on track. Consider a personal visit
- ✦ Find ways to develop an inter-dependent relationship with client partners; For example; Empower them to fix problems that they can easily fix themselves
- ✦ Encourage employees to spot and report potential problems before they become a catastrophe.

In your next strategic planning session, consider asking yourselves: "How proactive are we and how might being more so improve our customer relationships?"

Summary: Being proactive helps you keep your finger on your customer's pulse. It's a bit like prevention VS cure.

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"Loyalty is earned. It is never given."

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

Suggestion # 1:
"Develop a 'Relationship Nurturing Mindset' when it comes to customer culture in your organisation. Make sure that providing great customer service is everybody's business!"

L. Stafford (2014) in "Do their hearts beat for you?"
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