



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

## How do you "see" your customers and how do they "see" you? Are you in sync?

**Suggestion # 3:** Strategic client retention and earning loyalty starts with **knowing** your customers and letting them get to **know** you too.

**So, what does "knowing" mean?** It means you know; Who they are; what they care about; what they do; why they "buy" from you (and not someone else); what they want now; and what they might want in the future.

This is especially important when it comes to key clients. The better you know them and the better they know you, the stronger the connection and the greater your chances of retention, earning loyalty and growing genuine win-win partnerships.

Getting to know your customers' starts at the first "hello" and if you want them to stay with you and never want to leave, it means you need to keep on wanting to know what matters to them.

**Tip: As part of your relationship nurturing strategy,** keep showing your clients that you care. Ensuring you stay connected emotionally ♥ (They like you – you like them) and rationally \$ (They like your offering – you like delivering quality services and products).

Make sure your engagement includes regular dates to make sure you are still meeting their rational connection needs by actively listening and adding value. This builds trust and feeds the emotional connection too.

**Remember:** You and your clients are people first. That's why the emotional connection is as important as the rational connection. When you are in sync with your clients, you both have an emotional and rational connection.

How well do you really know your clients? How do you see them? How do they see you? What are they saying about you to others? Are you in sync?

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

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**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!*

**Suggestion # 2:**  
*Customers like it when their vendors/ suppliers/partners - are pro-active: it generates greater positive feedback. When it comes to customer culture, organisations that have embedded a Relationship Nurturing Mindset appear to have the advantage!*

<sup>i</sup> L. Stafford (2014) in "Do their hearts beat for you?"  
Vol. 5 Feb. 2014

<sup>ii</sup> L. Stafford (2014) in "How do you keep your finger on your customers' pulse?"  
Vol. 6 Mar. 2014

