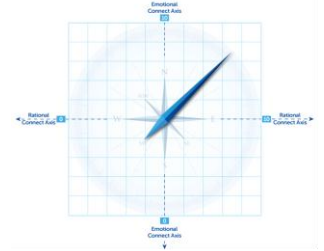




Leading Matters®
Loyalty through Partnership

The Loyalty Compass



"Where are your client partnerships headed?"

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

Perception vs Reality

Did you know that when it comes to earning your clients' loyalty, *good communication, easy to do business with and amiability* are right up there with *trust, congruency and responsiveness*?

The business benefits of having loyal clients are well known. We also know that loyal clients are more forgiving when things aren't going as well as they might and this is an indicator that the relationship is solid.

In fact, loyal clients will offer suggestions for your improvement because they feel invested in your success.

Consider these 3 questions for a reality check.

1. What are your clients saying about you to others?
2. How do you know?
3. Where are your clients connected with you on **The Loyalty Compass®**?

Remember: When it comes to the client retention and loyalty stakes, pro-activity beats re-activity hands down! Like with all relationships, it's especially important to be pro-active when things are going well.

We know that having client retention strategies that include strengthening relationships are fundamental to earning loyalty.

What relationship strengthening have you been doing lately?

Would you like to receive our monthly newsletters?

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"I was incredibly impressed with the team at Leading Matters, and importantly Leigh's ability to use her intuition, experience and understanding of what builds great customer advocacy when interviewing and building customer testimonials.

... This is no ordinary method and approach – if you are an organisation that wants to truly understand what drives great customer advocacy and loyalty for your company, I would not hesitate in recommending Leigh and the team to help enable your journey."

Andrew Walduck,
Executive General Manager and CIO Information, Digital and Technology, Australia Post, Vic 3000

"Loyalty is earned. It is never given."

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