

# Earn Client Loyalty and Improve Sales Results at 1/5<sup>th</sup> of the Cost of Acquiring New Business!\*



## AVALANCHE EFFECT

Every client lost as the result of a bad experience increases your risk of the Avalanche Effect.

The Avalanche Effect includes:

- Lost revenue and potential referrals
- Decreased market share
- Lost reputation in your industry and that of your clients'
- Drop in staff morale and retention.

**REMEMBER:** Negative word-of-mouth travels fast and typically is shared 8 times!



## NEW SALES EFFECT

For every \$ you spend on client acquisition, you are investing in the New Sales Effect.

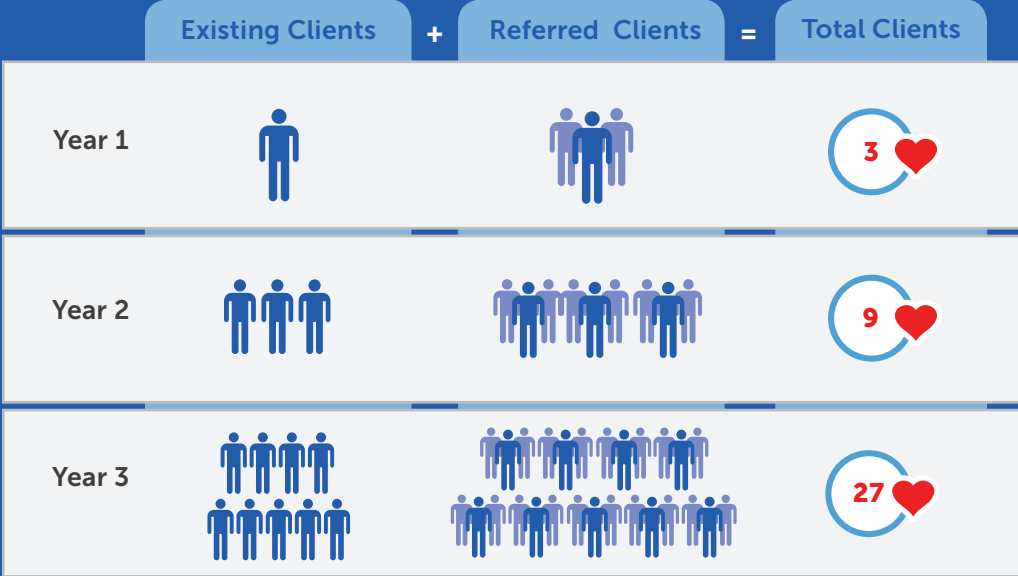
The New Sales Effect includes:

- Increased revenue
- Increased opportunities and sales team's confidence
- The opportunity to convert to The Loyalty Effect.

**REMEMBER:** Factor in costs such as time and resources when calculating the true value of a new sale!

## THE LOYALTY EFFECT

Loyal clients will recommend and refer new clients to you. With just two referred clients, look what can happen after three years!



### More loyalty effects:

- Sustained revenue and maximum potential for cross selling and increased spending
- Higher staff morale and retention
- Increased market share
- Enhanced reputation in your industry and that of your clients'
- Increased certainty of client retention.



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

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\* Statistic source: Lee Resources INC; in Alex Lawrence (2012), in Forbes.com: "Attracting new customers will cost your company 5 times more than keeping an existing customer."