

9 STRATEGIES
to
HAVE YOUR CUSTOMERS
BEGGING FOR MORE



INTRODUCTION

MOST SMALL BUSINESS OWNERS WOULD CONSIDER THEY ARE DOING A PRETTY GOOD JOB OF ATTRACTING NEW CUSTOMERS.

HOWEVER, WHEN ASKED HOW THEY ARE DOING WITH NURTURING THOSE CUSTOMER RELATIONSHIPS, MOST WILL ADMIT THEY COULD BE DOING A BETTER JOB. ASK SOMEONE WHAT THEIR AVERAGE LIFETIME VALUE OF A CUSTOMER IS AND WHAT THEY ARE DOING TO INCREASE THAT NUMBER AND YOU USUALLY GET A BLANK STARE AND A SHOULDER SHRUG.

FOSTERING RELATIONSHIP WITH YOUR CUSTOMERS CAN NOT ONLY ENCOURAGE REPEAT SALES FOR YOUR COMPANY BUT CAN ALSO BUILD STRONG ADVOCATES WHO SPREAD THE WORD TO NEW PROSPECTS ABOUT HOW AMAZING YOU REALLY ARE!

HERE ARE 9 SOUND STRATEGIES TO TURN YOUR CUSTOMERS INTO CUSTOMERS FOR LIFE & RAVING FANS TO BOLSTER YOUR BOTTOM LINE.

1

BE CRYSTAL CLEAR ON WHAT THEY WILL GET, THEN MAKE CERTAIN THEY GET MORE

MANY BUSINESSES WILL OFFER OVER AND ABOVE THEIR CAPACITY TO WIN CLIENTS AND MAKE THE SALE. THERE ARE NUMEROUS ACCOUNTS OF UNSATISFIED, DISAPPOINTED CLIENTS WHOSE EXPECTATIONS WERE BASED ON WHAT WAS OFFERED BUT SOMEHOW FELL SHORT.

THE CONCEPT OF "UNDER PROMISE, OVER DELIVER" IS NOT NEW BUT NEEDS TO BE KEPT FRONT OF MIND. LET YOUR PROMISE BE THE STANDARD THAT YOU HAVE PRESENTED, AND LET YOUR DELIVERY BE OVER AND ABOVE THAT! WITH THIS IN MIND, YOU ARE GUARANTEED TO ACQUIRE TOP CLIENTELE, AND CULTIVATE A COMMUNITY THAT RAVES ABOUT YOUR BUSINESS!

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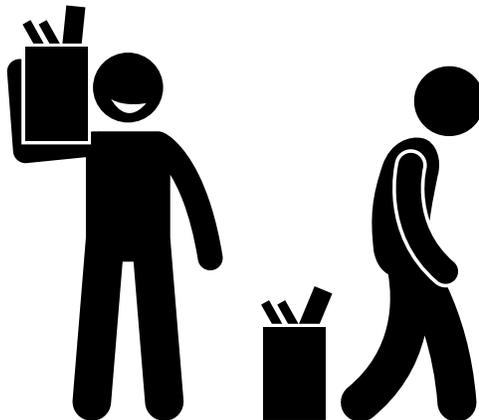
BE RELIABLE

RELIABILITY IS MEASURED BY RESULTS. IT IS THE METRIC AGAINST WHICH PERFORMANCE IS MEASURED AND EVALUATED, AND IS APPLICABLE TO ALL ASPECTS OF YOUR BUSINESS. BEING RELIABLE, IS CRITICAL TO CULTIVATING AND MAINTAINING STRONG RELATIONSHIPS WITH YOUR CLIENTS.

SO HOW DO SMALL BUSINESSES MAINTAIN RELIABILITY?

THE ANSWER IS SIMPLE: DELIVER.

CONSISTENTLY HONOUR THE VERY STANDARDS YOUR BUSINESS HAS SET, AND OPERATE IN BEST PRACTICES. PRODUCE WHAT YOU HAVE PROMISED FOR EVERY CLIENT, EVERY TIME.



3

QUIT BEING AN ORDER TAKER!

INVITE YOUR CLIENTS TO DO BUSINESS WITH YOU TIME & TIME AGAIN. DON'T WAIT FOR THEM TO COME TO YOU: TAKE OR BRING YOUR BUSINESS TO THEM.

MAKE IT EASY FOR THEM TO KEEP YOU 'TOP OF MIND' BY ENSURING THEY EXPERIENCE:

- EASILY ACCESSIBLE INFORMATION**
- FLAWLESS SERVICE PROCESS & DELIVERY**
- LOYALTY INCENTIVES**
- CONTINUAL COMMUNICATION FROM YOU**



4

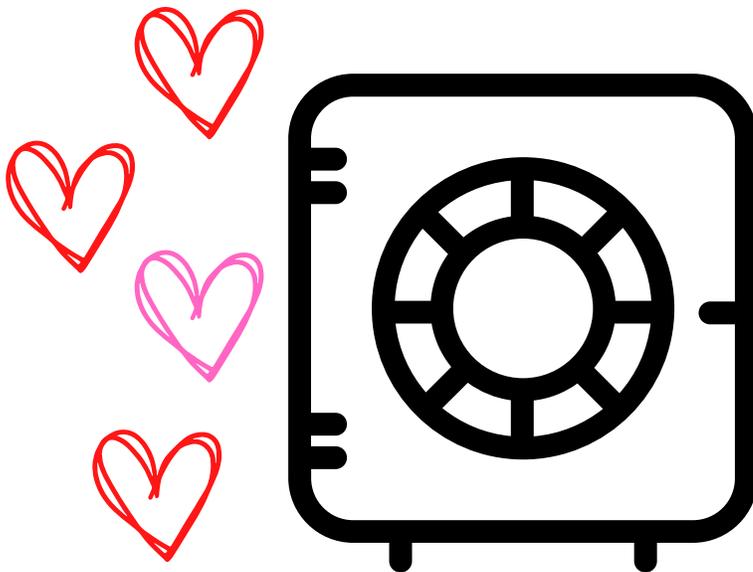
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DEPOSIT INTO THE EMOTIONAL BANK ACCOUNT

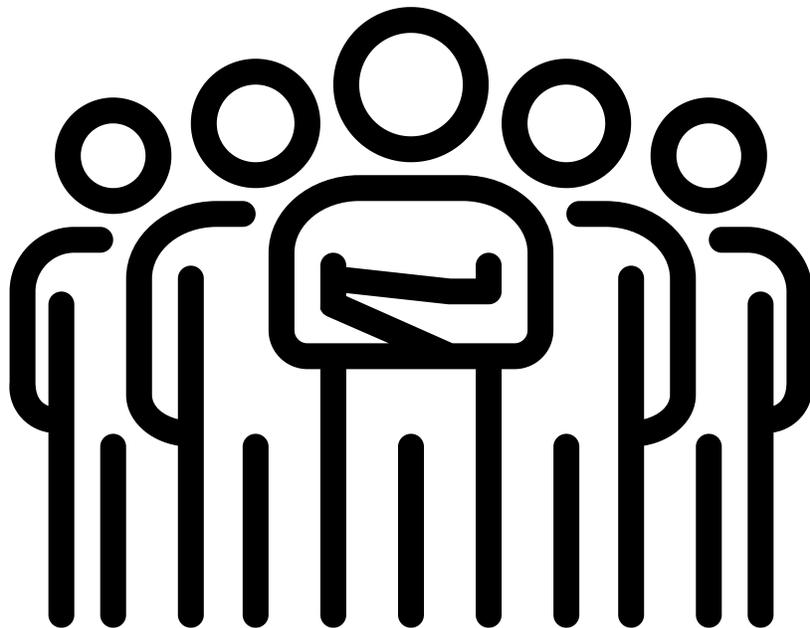
HOW CAN YOU ENGAGE ON A PERSONAL LEVEL WITH YOUR CLIENTS (AS MUCH AS IS APPROPRIATE FOR YOUR INDUSTRY)? RELATE TO THEM BASED ON THEIR WORLD – YOUR BUYER IS A REAL PERSON, WITH REAL INTERESTS, EXPERIENCING REAL LIFE, JUST LIKE ALL THE REST OF US. BE GENUINE, BE INTERESTED, BE KIND, AND INCLUDE THE ‘CRITICAL NON-ESSENTIALS’ THAT WILL WIN YOU LOYALTY PAST THE PROFESSIONAL LEVEL.



5

TRAIN YOUR TEAM IN SALES AND SERVICE

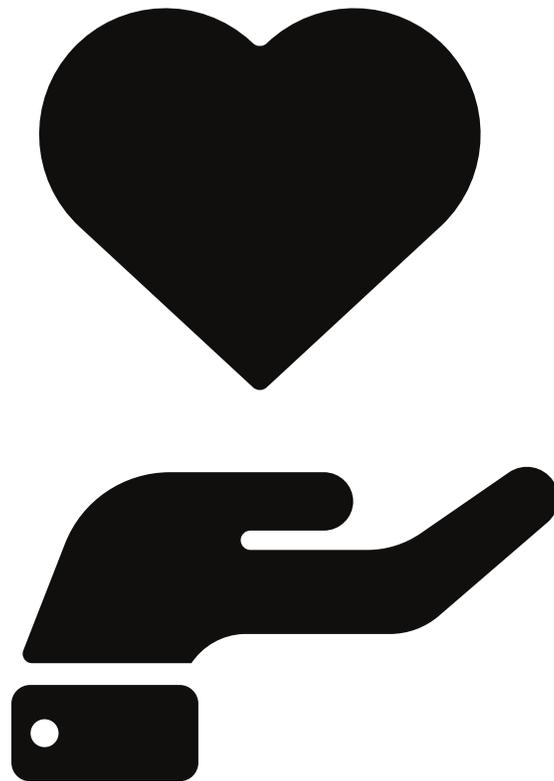
I MEAN BY THE PROS. NOT JUST THE WAY YOU'VE ALWAYS DONE IT. WE CAN'T HAVE PRODUCT PUSHERS, OVER-SELLERS, ORDER TAKERS, OR ANYTHING OTHER THAN DEDICATED SOLUTION PROVIDERS. SOLUTION PROVIDERS WILL LISTEN, CONSULT WITH THE CUSTOMER AND ADVISE THE BEST POSSIBLE OUTCOME. BE A RESOURCE THAT THEY WOULD NEVER DARE BE WITHOUT.



6

EXPRESS GRATITUDE

ALWAYS, AND IN UNIQUE & INDUSTRY RELATED WAYS, GO ABOVE & BEYOND TO EXPRESS YOUR THANKS FOR THE FACT THAT YOUR CLIENTS HAVE CHOSEN YOU. THEY HAVE CHOICES YOU KNOW – NEVER FORGET THIS! IT'S NOT ENOUGH TO FEEL GRATEFUL OR THANKFUL – YOU HAVE TO SHOW IT!



7

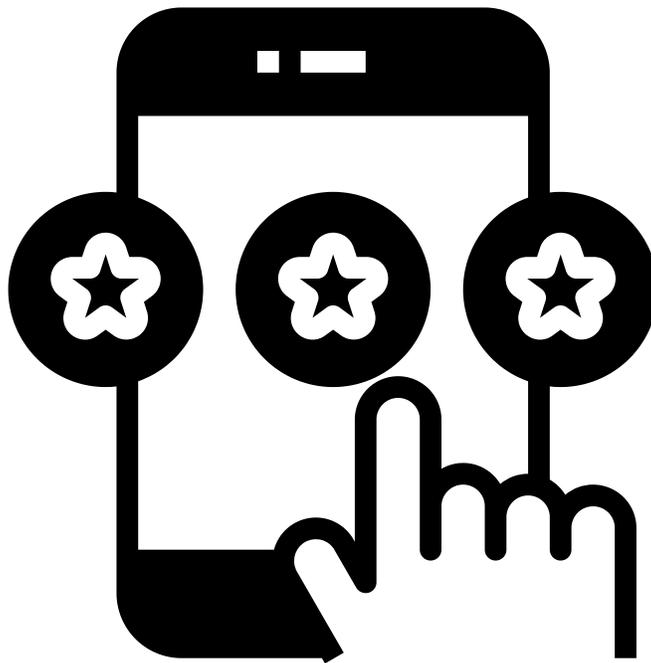
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GET REAL FEEDBACK

REAL FEEDBACK FROM A 3RD PARTY EXPERT IN DOING CUSTOMER INTERVIEWS. THIS INVESTMENT IN ITSELF IMPRESSES THE MAJORITY OF YOUR CUSTOMERS. THE INSIGHTS & INFORMATION THAT YOU GATHER CAN PROVE TO BE INVALUABLE & YOU CAN GET BUSY MAKING YOUR CUSTOMERS EVEN HAPPIER THAN BEFORE!



CULTURE OF ZERO EXCUSES

ADMIT WHEN THINGS GO WRONG. ADMIT WHEN YOU'VE MADE A MISTAKE. NOTHING TUGS AT A CUSTOMER'S URGES TO PICK UP AND LEAVE YOU LIKE CONSTANTLY HEARING EXCUSES AND REASONS WHY! THEN GET BUSY MAKING THINGS RIGHT.

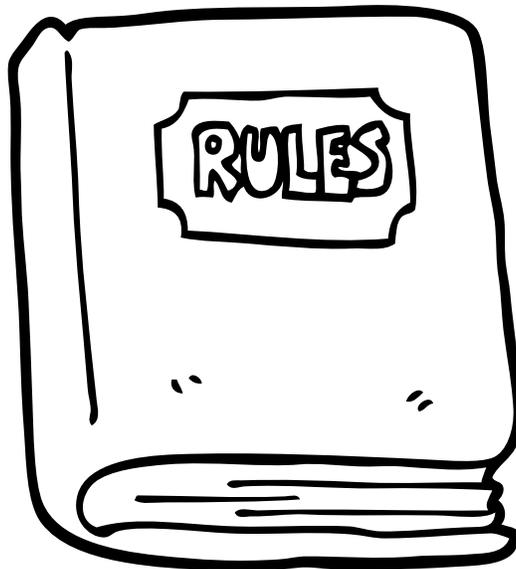
"WE WERE IN THE WRONG AND HERE'S OUR PLAN TO MAKE IT RIGHT!"
WHEN THINGS GO WRONG DO NOT SHY AWAY FROM ADDRESSING THE ISSUE AND FINDING WAYS TO SOLVE IT IMMEDIATELY. SOMETIMES FIXED MISTAKES CAN BECOME THE CATALYST IN BUILDING LOYALTY FOR LIFE.

"I RECALL A TIME IN OUR BUSINESS WHEN A SUPPLIER SHIPPED RANCID PEANUTS THAT THEY THEN RECALLED. AFTER IMMEDIATELY DISPOSING OF STOCK, WE SWIFTLY CALLED EVERY PURCHASER AND RECIPIENT TO NOTIFY OF THE PRODUCT AND PROVIDE A COUPON FOR THEM TO SHOP AGAIN. MOST WERE SIMPLY GRACIOUS AND OTHERS WERE BLOWN AWAY ABOUT OUR IMMEDIATE RESPONSE AND THE PROACTIVE ACTIONS WE TOOK TO RESOLVE. ONE EVEN EXCLAIMED WHAT A DELIGHT AT OUR HONESTY AND THEY'D KEEP BUYING FROM US FOR SURE".



CULTURE RULES!

WORK TO BE A CULTURE CENTERED AND PRINCIPLED COMPANY. WHERE EVERYONE WHO COMES INTO YOUR COMPANY'S SPHERE CAN EXPECT THE SAME TREATMENT, VALUES, BELIEFS, AND OVERALL EXPERIENCE. WHEN WEIGHING OPTIONS INCLUDING PRICE AND VARIETY, WITH SEVERAL COMPANIES LOOKING SIMILAR – CULTURE AND VALUES WILL OFTEN MAKE ONE COMPANY STAND OUT AS THE ONE TO DO BUSINESS WITH. WHY NOT BUILD A CUSTOMER BASE WHO VALUES THE SAME PRINCIPLES YOU DO?



ABOUT THE AUTHOR



NOREEN WARD IS THE FOUNDER AND OWNER OF THE GIFT DESIGNERS – SINCE PARTICIPATING IN A SELECTIVE ENTREPRENEURSHIP PROGRAM AS A YOUNG ADULT, NOREEN WANTED TO START HER OWN BUSINESS. IN 2004, TGD WAS OFFICIALLY ONLINE AND CATERED TO PERSONAL AND CORPORATE AUDIENCES.

EVENTUALLY, SHE MOVED INTO A LARGER HOME, BUT WHEN SHE COULDN'T SQUEEZE ANY MORE BASKETS INTO THE BATHTUB , SHE MOVED THE COMPANY INTO AN INDUSTRIAL WAREHOUSE SPACE (2013).

BY 2017, NOREEN HAD GROWN THE BUSINESS TO FIVE EMPLOYEES, INCLUDING HER OWN IN-HOUSE COURIER. THE GIFT DESIGNERS CONTINUES TO EXPAND IT'S BUSINESS AND AIMS TO BECOME AN INNOVATIVE LEADER IN THE GIFTING INDUSTRY.

THE GIFT DESIGNERS



SINCE 2002, THE GIFT DESIGNERS HAS HELPED BOTH COMPANIES AND INDIVIDUALS EXPRESS THEIR SENTIMENTS THROUGH UNIQUE GIFT SERVICES, AND WE EXIST TO HELP YOU MAKE A LASTING IMPRESSION AND STRENGTHEN YOUR RELATIONSHIPS. WE PROVIDE GIFTS FOR PERSONAL OCCASIONS THAT EXPRESS GRATITUDE, LOVE, SYMPATHY, CONGRATS, AND MORE. SEE OUR GIFT SELECTIONS TO FIND THE PERFECT GIFT FOR YOUR RECIPIENT.



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