

The Gift Designers



***9 Strategies to Get Customers to Beg
for More***



Introduction

When you talk to other small business owners out there, you will find that many feel they are doing a pretty good job of bringing in new customers. But when asked how they are doing with nurturing those customers, 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.

Nurturing your customers can not only encourage repeat sales for your company – These repeat customers can also become strong advocates and spread the word to new prospects about how amazing you really are!

Here are some sound strategies to turn your customers into customers for life = raving fans to bolster your bottom line.



Be Crystal Clear on What They Will Get, Then Make Certain They Get MORE

We've all heard about 'under promise, over deliver', but do you actually do it? How much time do you spend thinking about this and the possible ways to make this standard practice in your company? If you exceed expectations, your customers will want to re-invest again and again, and likely have a bunch of referrals in tow!





2

Be Reliable

Not just in your ‘moments of truth’ when they are really counting on you; most people step up in these instances. Be reliable all the time. No matter how small or routine a customer account may start to seem, treat it like it’s the most important thing in the world to you. Nothing can deflate a customer’s loyalty like feeling that they can’t really rely on you.

3

Quit Being an Order Taker!

You have to invite your guests/clients to do business with you time and time again. Make it easy for them to shop and buy, and ensure they experience:

- Easy access to information
- Quick intake or order process
- Incentives and/or frequent buyer programs
- Frequent communication from you

4

Deposit into Their Emotional Bank Account

How can you engage on a personal level with your clients (as much as it’s appropriate for your industry)? Relate to them based on their world – your buyer is a real person, with real interests, and real stuff going on just like all the rest of us. Be genuine, be interested, be kind, and include some ‘critical non-essentials’ that start buying you loyalty past the professional level.

5

Train Your Team in Sales and Service

I mean by professionals. 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 that really listen, consult and advise with the customer. Be a resource that they would never dare to be without.



6

Express Gratitude

Always, and in unique and industry related ways. Go above and beyond to express your thanks for their decision to choose you. They have choices, you know; never forget this. It's not enough to *feel* grateful or thankful – you have to show it!

7

Get Real Feedback

Receive objective feedback from a third-party expert in executing customer interviews. The investment of hiring a third-party expert impresses the majority of customers, and gives you critical insight and information that will lead your customers to becoming happier than ever before.

8

Culture of ZERO Excuses

Admit when things go wrong. Admit when you've made a mistake. Nothing urges a customer more to leave than hearing excuses and reasons about why things went wrong. And then get busy making things right. "We were in the wrong and here's our plan to make it RIGHT!" When things go wrong, not shy





away from addressing the issue and finding ways to solve it immediately. Sometimes fixed mistakes can even build 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.”

9

Culture Rules!

Work to be a culture-centered and principled company. A place where everyone who enters your company’s sphere can expect the same treatment, values, beliefs, and overall experience. When factors such as price and variety can contribute to similar looking companies, culture and values will often make one company stand out among the rest. Why not build a customer base who values the same principles as you do?

If you have any questions regarding these 9 Strategies, please contact us at The Gift Designers. It’s our pleasure to have a business where we help our customers with these strategies – all day, every day!

To learn how The Gift Designers helps companies grow, call to book a consult with Noreen:

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About the Author



Noreen Ward is the founder and owner of The Gift Designers – one of Calgary’s leading gift basket companies. A Calgary local, Noreen Ward, gets jazzed about helping her favorite charity, Opportunity International. Her focus is building her business with the mindset that the more successful the company is, the more they can support entrepreneurs in the developing world build their own businesses.

One key area of focus for The Gift Designers, is to support local businesses as they too strategically work to build their businesses.

Learn more about Opportunity International: <https://youtu.be/JXVF2OagnAo>