

Building Great Customer Relationships

Here are eight valuable tips for forming great relationships with your customers. Remember anybody can start a business but not everybody can build a great business with lifelong customers!

1) Make Every Customer Interaction Count

Don't take a single customer for granted. Interact with each and every customer as if it was a gift and with respect. Customers are to be valued and taken care of.

"You can't just ask the customers what they want and try to give that to them. By the time you get it built, they will want something new." – Steve Jobs

2) Follow-through on Commitments & Claims about Products

Build a business that can deliver on its promises. This will win the gratitude and appreciation of your customers. Overpromising and paired with a failure to deliver, must be avoided at all cost. Once credibility is lost it will be difficult to restore.

"A single lie discovered is enough to create contagious doubt over every other truth expressed."

3) Continually Offer Value that Responds to Customer's Desires

First Identify customer dreams and desires. Then figure out how to bring continual value into the products that play a role in supporting your customers wishes.

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." – Steve Jobs

4) Treat customers as individuals.

Customers are to be respected and valued at all times. Remember it cost more to find a new customer than to take care of existing ones.

"Courteous treatment will make a customer a walking advertisement." – James Cash Penny

5) Listen to Customers & Make It Easy For Them To Talk To You

Be available and accessible when customers have questions, concerns, or comments. Even complaints can be a gift if handled properly and quickly. The more that you can listen to your customers, the more the strong the bond that they will form with your business.

"If you don't listen to your customers, someone else will. – Sam Walton

6) Build a Strong Brand Identity That Bonds With Customer Desires & Dreams

Make it easy for your customers to identify with your business or products in the midst of the crowd. Create a winning slogan, tagged with a catchy logo and a unique product. Make a promise, which relates to your customer's core desire and then deliver on that promise with out fail.

"If you are not a brand, you are a commodity." – Robert Kiyosaki

7) Continually Provide Customers with Valuable Information

Make it an ongoing practice to continually provide valuable information to your customers. The more you give the more you will receive. Continually make efforts to invest in & improve your customer's experience.

"What I know for sure is that what you give comes back to you. That's not just my theory or point of view, it's physics. Life is an energy of giving and receiving... Those that are greedy, hit a road block where they are alone. Give more than you receive and be grateful for those around you. – Oprah Winfrey

8) Reward Customer Loyalty

Most businesses go after new customers while forgetting that the existing customers need to be taken care of. Nothing strengthens a bond more than appreciation. Thanking customers for sticking to your brand will go a long way to make them know they are important.

"It takes months to find a customer ...seconds to lose one"

It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages. – Henry Ford