

# 5 Methods to Building Long-Term Relationships with Clients



If you are a business owner then you probably have experienced the value of return customers. A return customer does not require massive amounts of marketing resources and can also serve as a referral source for more customers. The question is, how do you earn repeat sales with competition?

The following are a few tips to develop ongoing customer relationships:

## Be A Useful Resource

Do not hesitate to share information that your client may find useful. The more value you offer, the more likely they will request your services.

Keep in mind why customers are working with you and what services you can provide to help them reach their goals. You can serve as an expert resource of information with a weekly blog on your company's website.

## Always Meet Your Deadline

Do you have a friend that is always late? It gets annoying. Eventually, you may even stop inviting them to events.

If you do not meet deadlines, your clients will be just as annoyed with you as the late friend. You are showing that you do not appreciate their time. Commit to your deadline.

# Make Them Feel Special

Business growth can occur quickly. One day, you are posting fliers on bulletin boards wondering if this is all a waste of time.

Ten years later, you realize that every hour in your day is booked. At this point, your clients are probably not getting individual attention UNLESS you have planned for this growth. Your customers will probably switch to the provider who is more attentive to their needs. Make your customer feel special to avoid this problem.

## Valuable Methods to Make Your Clients Feel Special

- Make time to meet with your clients in person rather than only over the phone.
- Send your customer a note or discount on their birthday.
- Thank them for their purchase and show appreciation.
- Remember them.
- Make adjustments based on their feedback.

## Provide Value

If you provide value to your company then customers are likely to be loyal to your brand. To build brand loyalty, you need to consider what makes your company different.

Why should a customer be loyal to your product or service?

What are you providing that is unique to your niche?

Inc magazine provides a five-step system on providing value to customers.

### **Inc Magazine's Method to Providing Value for Customers**

**Step One:** Understand What Drives Your Customers

**Step Two:** Understand Your Value Proposition

**Step Three:** Identify the Customers and Segments Where You Can Create More Value Relative to Competitors

**Step Four:** Create a Win-Win Price

**Step Five:** Focus Investments on Your Most Valuable Customers

## **Respond to Every Concern**

Communication is key for healthy relationships. A business relationship is not different. Do not ignore your customer's concerns, complaints, or questions. In fact, all customer complaints should be responded to within 24 hours.

There are many review sites that allow you to collect reviews and respond to customer's complaints, such as Yelp, Facebook, and Google+. Each provide a discussion board for positive and negative experiences. Make sure you are replying to comments.

Return customers can create reliable income for your company. Invest in your relationships to build brand loyalty that ensures that you stay in business.