

# 6 Tips to Keep Your Clients Happy



We can focus so much on getting new clients that we forget to keep our current clients happy. This is the quickest way to lose internal and external clients, and get a bad reputation for yourself.

Additionally, Forrest Research claims getting a new client costs five times more than retaining current customers. Don't forget to keep your clients happy if you want to have a profitable business.

Not sure how to keep your customers happy? Start learning with these six tips:

## Own Your Mistakes

We all make mistakes. Admit yours. Clients will be happier with a meaningful apology and honesty rather than trying to cover up your mistake. Usually your client is able to see your fault. They might not mention it but they could lose trust in your abilities if you try to just cover it up as an external influence or another person's decision.

## Go Above and Beyond

Everyone wants to feel special - including your clients! Do more than what your client asked for to make them feel appreciated. Offer specific tips, suggestions, and ideas. You will be seen as what the company genuinely needs in order to succeed.

## **Return Calls Promptly**

Time is money. Your unanswered questions could be preventing your clients from completing an urgent task. Return emails and calls within 24 hours or one hour if possible.

## **Do Not Overpromise**

Overpromising and underdelivering can kill your business. Don't do it! Be realistic when you make contracts with customers. That way, you know you can meet their expectations with the opportunity to go above and beyond.

## **Add a Personal Touch**

Allow your clients to get to know you. This does not mean that you have to invite them to your wedding or child's piano recital. Instead, send them a handwritten Christmas card to show that you care.

## **Create a Valuable Product**

If you produce a poor product then eventually you will lose all of your clients. Invest in creating a reliable, high-quality product.

Retain your clients and you will not always have to be searching for new business! Eventually, your reputation will speak for itself.