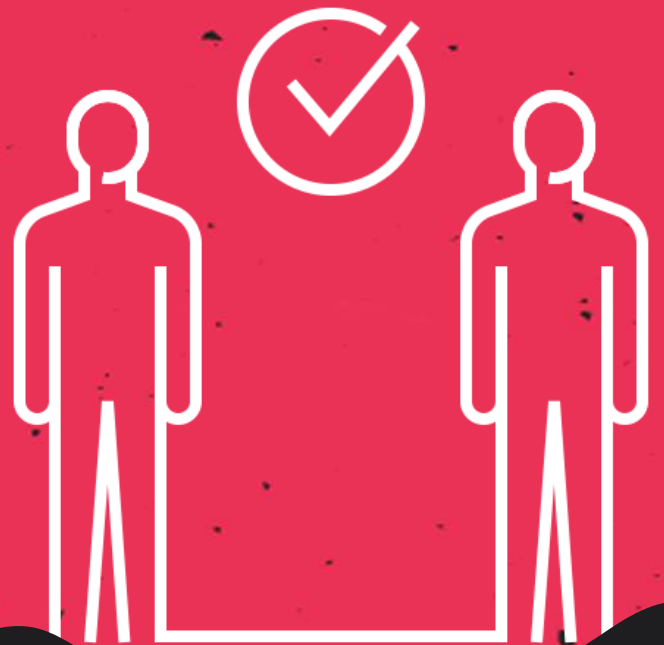




4 Ways to Create Lasting Client Relationships



Yvonne A Jones



Customer/client relationships also referred to as relationship marketing, is the difference between focusing on building lasting relationships between you and your clients or customers, and focusing on a one-time sale.

Amazing Ways to Build Long-Term Relationships With Your Clients

Creating lasting client relationships take time, and it does not happen in a vacuum.

When you keep in mind that client relationships are dependent on you delighting your client, not just short-term but over an extended period of time, following are just four ways to create lasting client relationships:

- Providing excellent client service
- Creating a memorable client experiences
- Nurturing the relationship so that you create an emotional client loyalty
- Developing the Know Like and Trust factor so that your clients and customers come to know, like, and trust you with the ultimate goal of them becoming your brand advocates.

Providing Excellent Client Service

In successful client service initiatives, the goal is to promote client satisfaction. No longer is this done by attracting new clients and making the sale. Client satisfaction is achieved by developing relationships.

Shep Hyken, one of the most highly-ranked Customer Service Experts, noted that in terms of people's expectations and wanting their needs met, 'nothing has changed in customer service.' "What has changed is the way we go about delivering service." He cautioned that rather than focusing on the methods of delivery, the focus should always be on how the customer **feels** when he or she walks away, hangs up the phone, or shuts off the computer.



"Customer service is not just something provided in call centers. Anyone interacting with the end-user of a product or service is involved in the delivery of customer service. As such, everyone in the organization must work to ensure the delivery of core business values. Of course, that assumes that the company, large or small, has clearly identified its core values."

— Yvonne A Jones

Creating a Memorable Customer Experience

In my research, I discovered that business at Trader Joe's is often described as an experience for adventurous food and beverage shoppers. Crew members, or employees, are recruited for their enthusiasm and energy; they are then trained to impart product knowledge, promote teamwork, leadership, and communication.

The Trader Joe's product guarantee is 'We tried it! We liked it! If you don't, bring it back for a full refund, no questions asked.' This underscores the store's desire to establish a *personal relationship with the customer*.

Nurturing the Relationship to Create Customer Loyalty

Customer loyalty is not just about to repeat business. Customer loyalty exists when a customer chooses to do business with a company even when a less expensive, more convenient, or higher quality alternative is available elsewhere.

The foundation of this level of customer loyalty will be based on how well you took the time to create lasting customer relationships and memorable experiences.

Today, technology has changed the way companies interact with consumers. This interaction involves a much deeper level of engagement, which customers have come to expect.

Customer engagement is the journey that leads to customer loyalty—the destination. In other words, creating lasting customer relationships is the new way to keep clients and customers coming back for more.

The Importance of Customer Loyalty

Following are four statistics that validate why customer loyalty is so very important to your business:

- Attracting a new customer costs 5X as much as keeping an existing one ([Lee Resources](#))
- 89% of consumers began doing business with a competitor following a poor customer experience ([RightNow Technologies](#))
- Emails targeted to customer loyalty programs have a 40% higher open rate ([Experian](#))
- 86% of consumers will pay more for a better customer experience ([RightNow Technologies](#))

Developing the Know Like and Trust Factor

People buy from people they know, like, and trust.

As noted earlier, it takes time to create lasting customer relationships in business. Think of it as a journey that you and your customers are on. The more you communicate with each other, the more you come to understand each other.



Whether you're a business of one or a company that hires many employees, you must communicate often to find out the needs of your customers and clients, and clearly identify if you're meeting those needs in the eyes of your customer.

Get feedback from clients and customers and implement these as needed, making sure to acknowledge your customers for their valuable input.

To help create these lasting relationships, you want to show the inside of your business, and in the case of Entrepreneurs and Solopreneurs, you want to share something personal from time to time, as well as share stories so they get to know you on a deeper level and become emotionally connected with you. Always remember that until your client is emotionally connected with you, you do not have a loyal client.

Conclusion

Creating lasting customer/client relationships is one of the most effective strategies you can implement in your business. This takes an investment of time, sometimes an adjustment in your mindset, as well as a commitment to your customers and to your business. It's well worth the effort. By applying these methods, you will stop the customer chase and have more fun in your business.

To support you in creating lasting relationships with your clients and customers, I invite you to claim your copy of [Relationship Marketing: Key to Small Business Success](#)

About the Author

**Yvonne A Jones is a Personal Business Coach |
Marketing Strategist | Best-Selling Author |
International Speaker.**



She is the Founder of My Success Circle Marketing – an umbrella company for various businesses, including Small Business Consulting, Coaching & Mentoring, Legal and Identity Theft protection, and an online Health & Wellness Shopping Club.

She specializes in working with highly motivated female entrepreneurs 50 and Wiser and businesses with 10 or more employees to help them develop systems to identify their ideal clients and customers and then WOW them by creating memorable experiences for increased loyalty and profit.

Yvonne was mentioned on HuffingtonPost.com as one of the "Top 100 Most Social Customer Service Pros on Twitter to Follow" and on GetApp.com as: "One of the Top 15 Most Influential Customer Service Experts to Follow on Twitter." She is Alignable's 2018 Small Business Person of the Year for Stuart, Florida.

She's grateful for her Florida Lifestyle, which allows her to play in her garden and enjoy the beauty and variety of flowers and shrubbery we're blessed with.

Her mantra is: **"Focus on Relationships; the Money will Follow."**

Your Invitation

I invite you to schedule a 15-minute Laser Coaching Session with me when we focus on one question or one challenge in your business.

Message me at: Yvonne@50AndWiserCoaching.com with "15Minutes Laser" in the subject line, and I will respond within a few hours or text me at +1.772.342.1034



- THANK YOU -

I Welcome Your Feedback

Feel free to get in touch with me for any feedback or questions.

Yvonne A Jones