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Simple Formulas – Turn Good Customers into Loyal Customer in 7 Steps

There was a time when a woman could walk into a store and be greeted with “Good Morning, Mrs. Jones. Those jelly beans that Junior likes came in this morning. Should I pack some up for you?” Even, today people appreciate that kind of treatment. The mail is a great way to deliver it. Here’s how the mail can help you.

1. Know your customers

You don’t need a steel-trap memory to remember your customers, their preferred service times, equipment, etc. This information can be gleaned from past service records (or at least start collecting) and then linked or entered into your database. Use it for the rest of the steps, as well as formulating a profile of your “typical customer”.

2. Inform your customers

Say you owned a wine store, you just received a shipment of Cabernet Sauvignon. Go through your files to see who buys Cabernet Sauvignon and send them a postcard or letter about the new shipment. Reference the fact that they’ve bought this from you in the past, then offer to hold some for them for a few days. Since you’re loyal to them, they’ll be loyal to you. In our industry...do we inform our customers It is time for service? Do we offer them updates on old equipment, solutions to their allergies, mold,.....?

3. Help Your Customers

Write a quarterly or even semi-annual letter to keep customers informed about issues that might relate to them. Give people information they can use and they will think of you as a valuable resource. Don’t only tell them about our industry, make sure there is something “fun” something enjoyable for them to look forward to.

4. Surprise your Customers

Send your best customers (?maintenance agreement customers) a gift certificate in the off-season or a useful premium with your name on it. Since they haven’t asked for this and haven’t “earned it” through some points program, they are surprised and delighted.

5. Delight your Customers

Don’t only deliver what you say you will....deliver MORE! Someone smiling and saying hello when the customer opens the door, a service technician who wears shoe covers, and actually says “Thank You for the opportunity to help you.”

6. Thank Your Customers

“Please” and “Thank you” may be the most powerful words in the English language. Use them in the mail. A Sincere thank-you letter following a purchase is always appreciated...and good way to ask the follow-up questions of quality and evaluation.

7. Reward your Customers

Remember all those punch cards with offers of a free ice-cream cone with every ten purchases, or a free hair-cut after 7 are paid for? What about the little cards we all carry for the grocery stores? Create a ‘membership’ of some sort. It can be tied to Maintenance Agreement “clubs”, or ‘repeat customer’ programs. But make sure they receive something that defines them as part of that “program”; whether it be a special “ID card”, or certificate, something tangible they can hold in their hand and see. Then make a special offers to ‘members of the club’ only. Show them the VALUE of being a member! They’ll call you every time!

This article was adapted from an article by the U. S. Postal service. Their web-site is www.usps.com and has some good information. They also offer a service called NetPost Services where they will actually design, print and send postcards for you; to your own customer list. The turn-around time is good, and the price is decent. Check it out!