

# 14 PROVEN WAYS TO STRENGTHEN YOUR CUSTOMER RELATIONSHIPS

## THE CHECKLIST

### 1. COMPOSE THOUGHTFUL NOTES

Regardless of whether they are handwritten or composed via email, these messages will have a positive impact.

### 2. CREATE TIME FOR FACE-TO-FACE DISCUSSIONS

Even if your face-to-face time is conducted through FaceTime, these conversations help build long-term business relationships.

### 3. MAKE A DONATION TO A CAUSE THAT THEY CARE ABOUT

Submit a donation on their behalf to emphasize the importance of your relationship and assist a philanthropic institution.

### 4. PROVIDE (FREE) VALUE

Between sharing an article that will pique their interest or sending them an Uber Ride on a rainy day, give before you receive to maintain your customer connections.

### 5. INCORPORATE RECOGNITION TO BOOST THEIR BEHAVIOR

After they interact with your product, refer your business, or exceed your expectations, single them out to make them feel special.

### 6. HIGHLIGHT HOLIDAYS, BIRTHDAYS, ANNIVERSARIES, AND MILESTONES.

Dial-in to details by taking note of holidays, birthdays, anniversaries, and milestones that are meaningful to them

### 7. HOST CLIENT-SPECIFIC EVENTS

Whether they're in-person or virtual, there's never harm in hosting a client event to form stronger connections with your accounts.

### 8. PIVOT THE PRICE POINTS OF YOUR PRODUCT OR SERVICE

Consider shifting the price point of your product or service or providing something complimentary for a client who's struggling.

### 9. PROVIDE EXCLUSIVE ACCESS

Provide your clients with something that's extra elite. Bonus points if this behind-the-scenes contribution differentiates from what your competitors could provide.

### 10. DISCOVER UNIQUE METHODS TO DEMONSTRATE YOUR SUPPORT

Through social media shout-outs or pairing up on projects together, search for ways to demonstrate your support towards your customers and their initiatives.

### 12. GO ABOVE AND BEYOND WITH A LOYALTY PROGRAM

Create and launch a customer appreciation program to strengthen your client relationships on a regular basis.

### 11. ENACT SURPRISE AND DELIGHT

Enact surprise and delight to drive customer loyalty for your company and its brand while expanding your company's revenue generation efforts.

### 13. ASK THEM FOR FEEDBACK

Wondering how your clients have been feeling or where they stand? Just ask! Asking will demonstrate that you value their feedback.

### 14. SAY THANKS!

An efficient and effective way to express your appreciation towards your clients? Try saying Thanks!

NEED A SIMPLE AND EFFECTIVE WAY TO PRACTICE CUSTOMER APPRECIATION?

LEARN MORE ABOUT THINKS