

# Customer Retention

In this fast paced world, your customers (internal and external) can disappear in a heartbeat. Everyone is busy. Everyone is stressed. Making things work for you and your customer is harder now than ever – unless you have the communication skills to make things happen.

Your communication skills determine how well you maintain and build on key relationships with customers. The result of positive working relationships is greater profits, greater efficiency, and relief delivered in multiples. Customers are more sophisticated and better educated. They are bombarded with incentives to go elsewhere. They stay because of the actions of everyone in your organization.

## **Strong relationships bring:**

- Profits through repeat business and a stable relationship
- People attracted to organizations that are successful in dealing with others
- Potential opportunities as they come to you first with questions

## **You can increase your customer retention success by:**

You'll learn ways to...

- Identifying problems before they begin
- Dealing with conflict when it occurs
- Contributing to your customers so they will stay forever
- Using communication skills to uncover real-life issues

Customer retention is critical to ongoing success. Governments, non-profits, and corporations are all re-evaluating their alliances. Unless your relationship is strong, you and your department could find themselves without their number one customer.

## **You and your people will learn powerful new ways to....**

### **1. Evaluate current relationships.**

Determining area of needs and issues that need resolution.

### **2. Communicate with the critical leaders of your customer's group.**

Identify and address the personalities who make the decisions even when they don't have titles.

### **3. Redirect energies to positive activities.**

Cut problems off at the base, before they put everyone at risk.

### **4. Manage your relationships effectively.**

Time is a critical element – find and manage your time for successful relationships.

### **5. Direct others to make customer retention happen.**

Getting others on the same page is key – you can't do it all.



213 Second Street • Huntington Beach • CA • 92648-5103  
(714) 960-7461 • fax (714) 960-5107 • info@oxfordco.com