

Developing Closer Customer Relationships

Sales

Introduction

Successful businesses not only communicate with potential customers and prospects when attending special events. Nowadays, effective businesses need to ensure they stay connected to their customers all the time.

Engaging with your customers and keeping your company's brand in the minds of potential consumers year round will continue to stay in business for a long time. It is one of the best ways to strengthen your brand, provide value and help you stand out from the competition.

This guide will provide you with valuable insight as to how you can develop stronger customer relationships. Whether you are the practice manager, or the account representative, we hope this guide provides you with valuable takeaways to help strengthen and transform your company and your relationship with your new or existing customers.

Developing Closer Customer Relationships

Building strong customer relationships should be one of the most important activities of any business and considered a long-term investment. Without our customers, we would not be successful and our business would not grow at all.

Relationship building is a natural ability that many possess, however in case you are looking for some additional ideas or suggestions the elements below will provide you with a great start.

Keys to Developing Closer Customer Relationships

1. Potential New Customer?

If you received a new lead whether it was at an event, or through any marketing efforts, make the effort to engage early and often. There are many ways to engage, but remember to engage through a call at the beginning, and then if you have access to nurture this opportunity through a variety of different touchpoints, just ensure that you are delivering a consistent message and providing value.

2. Patience is Key.

Relationships are not built from one day to another, they take time. Your customers will want to make sure you are trustworthy, genuine, that you care about them as a business partner. So take your time to earn their trust, get to know them better and start tearing down some of the roadblocks they face.

3. Know Your Customer... Most Importantly Their Business

When it comes to getting to know our customers, we often try to focus on the personal level and while that is also important, we need to be able to understand the customer's business and industry. While becoming an expert in their industry is not necessary, having the ability to connect and speak the same language will go a long way. In addition, if you are able to understand what challenges keep them up at night, you are able to cater to their needs and possibly come up with ideas to help solve for some of their problems.

4. Always Provide Value

Not everything comes down to special pricing. Think outcome instead! What are your customers looking to achieve short-term and long-term? How can your company help meet these goals? Do your current offerings tailor to their needs? These are questions you need to ask yourself. Customers often rely on our expertise and offerings to help them attain their outcomes much more effectively.

Think about potential educational offerings you can support with or perhaps marketing advice if it's an area of expertise you possess. It all comes down to if and how you can help them achieve their objectives.

5. Practice the Killer B's

- Be Reliable - Provide consistent follow-through and execution. Make them feel like you are part of their team, and they can count on you.
- Be Credible – Credibility is enhanced when you do exactly what you say you will do – every single time.
- Be Responsive - Share your customer's sense of urgency. They also have a business to grow. Even if you don't have the answer to one of their questions, acknowledge the request as fast as possible, and let them know you will find an answer promptly.

6. Be More Than Just "the Email Address"

In today's professional world, we heavily rely on conversations done through email. This is a great tool when you may not have time to connect with a person at the moment, and sending an email may help to get the job done. However, you don't want to just be known as joe@email.com, instead find different alternatives to connect with your customer, consider instant messaging communication tools, Skype or any other virtual meeting tools, or better yet a phone call. Phone calls are a great way to build relationships with your customers.

Also, if you have the ability to visit your customers occasionally, do not be afraid to ask, or offer to meet for lunch or a coffee.

7. Treat Every Customer as if they are the Most Important One

Sometimes we fall under the trend of providing a better service to our biggest customers, than we do for the smaller ones. However, we need to keep in mind that the power of networking and even relationships is stronger than we think.

We don't know who our clients may know, will end up meeting, or even working for or with in the future. In addition, we have seen how some startup companies end up transforming their business and end up becoming a big company.

Ultimately, every customer deserves to be treated with the same level of responsiveness, care and importance regardless of how much revenue they bring to your organization.

8. Ask for Feedback

Customers will always have an opinion about your organization and the service you provide. Whether it's good or bad, ensure them that you welcome their feedback, and demonstrate you are truly listening and taking measures to correct any concerns they may bring up. At the end of the day, your customer's feedback will help to make your company better, and increase customer satisfaction for other customers as well. There are many ways in which you can request feedback; some could be a bit more personal such as during a meeting, a call or you may also leverage an online survey tool or even real time customer feedback applications you or every member can add to their signature.

However, besides asking for feedback it is even more essential to address, make changes and follow through.

9. Exceed Expectations

Under promise, and over deliver. It's best to follow this good practice vs. promising more than what we can offer. Customers respect transparency and true expectations, but they will also

appreciate if you are able to deliver sooner than the promised date. At the same time, if for any reason, things change, it is always good to reset expectations on a timely manner. Expectations can be exceeded in many settings, or areas from providing best in class customer service, to support.

10. Show Appreciation

Companies focus their efforts on finding new customers, and end up forgetting their most loyal customers. While new customers help to increase breadth and help to sustain future growth, you can't afford to lose your biggest customers. Your most loyal customers need to be taken care of first, and always kept in mind when it comes to events, incentives, promotions and any other ways to keep the relationship from getting damaged.

Additional Resources

- [Creating a Foundation for Successful Partnerships](#)
- [Building Strong Customer Relationships to Boost Retention](#)
- [6 Tactics for Building Stronger Relationships with Your Clients](#)
- [5 Must - See TED Talks to Improve Your Customer Support](#)
- [5 Must - Read Customer Experience Books](#)

For any questions
or additional assistance,
please contact our team.

cloudpracticebuilder@techdatacloud.com.au
1300 362 525
www.techdatacloud.com.au