

20 Customer Retention & Customer Astonishment Money Map Triggers

Mining & Extracting The Vital 80%+ of Your Profits Lying Inside Your Existing Clients, Subscribers and Prospects

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1. Approximately 80% of the wealth, equity and **your future bank money is in your current and past customers and clients**
2. It costs *5 to 7 times more* to acquire a new customer or client *than to sell an existing client new additional products and services*
3. Of those customers who leave a business, 65%-70% leave because of feeling uncared for, un-appreciated, un-acknowledged and not communicated to in a sincere way.
4. **Seven steps to Total Customer Value** -
 - I. Increase transactions size
 - II. Increase transaction frequency
 - III. Eliminate outside customer spending
 - IV. Increase retention
 - V. Increase profits from each customer
 - VI. Recover/Reactivate the lost & inactive
 - VII Referrals
5. Create a suite of products and services and **systematically take your clients and customers up your product value ladder**
6. Tactics to keep in constant communication – email, personal letters, blog, newsletters
7. Just *satisfying* your customer isn't an option. You need to *create astonishing customer experiences*. An excited and astonished customer will buy more and refer more potential clients to you.
8. **The fastest way to create raving loyal fans of your products and services** is to deliver your product or service when you say you will and in ways your competitors, can't.
9. Fix customer complaints *fast* and in ways that astonishes them
10. A certain % of your highest value customers and clients **will buy your highest value product that you haven't yet created.**
11. Energise your communications or your customers will flock elsewhere if they view your communications as dry, boring, lacking energy and punch.
12. A *referred* customer is far superior in long term worth than a customer brought in by cold advertising
13. **Lock in future sales** with a continuity or membership structure to your business
14. Create an *alarm system* or trigger system alerting you to customers that are about to be lost.
15. If you don't have a continual answer to the continual '*what's new?*' question that's silently being asked by your customers, you'll lose a good percentage of them to your competitors
16. Look at your clients and customers not simply as one time transactions **but as golden geese who will produce continual golden eggs for you** in return for on-going value, connection and communication.
17. Unless you have a *clear picture of what customer astonishment looks like from your customer's perspective*, you and your employees cannot perform customer astonishment activities and in turn, retain more of your clients to stay with you for longer periods of time and give you more money.
18. Developing a **customer retention and customer astonishment money map customised for your business will make you more future money** than spending that same amount on a cold marketing drive to bring in new customers.
19. **Customer retention is the new customer acquisition**
20. It's not your customer's job to remember to come in and buy from you on a continual basis; it's *your* job to ethically induce them to do so.

Print This Out, Make Copies, Hang One on Your Wall, Give Copies to Your Marketing Personnel, Put The Triggers & Guidelines into Action

To find out more about having a Customised Client Retention and Client Astonishment Money Map developed and implemented in your business, please go to:

www.Simple-Marketing-Solutions.com/MoneyMap.html