

**How to Get Your  
Customers to Stay  
With You Longer,  
Buy More and  
Give You Referrals.**

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## Who Stays in Touch?

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The marketing genius Jay Abraham recently conducted a survey among successful growing businesses. What he found is really quite shocking. Less than 25% of these successful companies had in place a programme to systematically follow up with customers and extend further services to them.

No attempt was made to nurture them into loyal long-term clients. In fact very few of these successful companies **EVER** write to a customer after the sale. Successful businesses are just taking their customers for granted.

I am not sure why this is but I suspect it may be because we live in a world where everyone is busy trying to get something else. People are trying to move to a bigger house or want a larger car and are always looking towards the next thing to acquire.

As a result business owners are always looking for the next customer rather than nurturing the ones they already have.

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## Why Does it Matter?

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Why is this so staggering and why will it damage your business if you are following their example? Just consider the information below and you will realise why:

Reasons for customers leaving:

1. Move away or die 4%
2. Other company friendships 5%
3. Price competition 9%
4. Product dissatisfaction 14%
5. Perceived indifference 68%

If you ask most business owners or managers why they lose customers the answer will often be 'price'. In fact this is usually just not true. Fully 82% of the customers are lost because of reasons you can control.

Are you beginning to see why it is so important to stay in touch with customers on a regular basis? Staying in touch does not mean sending an invoice when they purchase from you and a card at Christmas. People like to do business with people they like.

You go to the same hairdresser because of familiarity and comfort. Your clients like to feel they know and are comfortable with you. This can only happen if you stay in contact with them on a regular basis.

Fully 68% of the customers you lose are lost because of perceived indifference on your part. Your customers do not feel that you care about them. Ask yourself another question:

If customers are leaving because they do not feel you care about them, are the ones who stay buying less than they might because they do not feel you care about them. I cannot put any figures to an answer but like you I suspect the answer is yes.

If you do not contact your customers on a regular basis how can you possibly expect to sell them increasing amounts of product.

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## **What does it Cost Your Business?**

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Losing customers is expensive. Bain & Co report that it costs 5 times as much to attract a new customer compared with keeping an existing one, and it costs 16 times as much to grow a new customer to the same level of profitability.

Have you stopped to consider exactly how much it costs you to lose a customer? How much does each customer spend with you on average each year? £500, £1,000, £5,000, of course the figure will vary depending upon your business and industry but take a moment to consider how much extra money you could make by simply keeping all of your customers for one extra year.

Your customers will on average stay with you for a certain period of time. Some will stay for a long time while some will be with you for a short period of time. As an example assume a business has 400 customers who remain on average for three years and generate £500 profit per year each. If keeping in contact means each customer remains on average for four years rather than three years the business will make an extra £200,000 profit from these existing customers.

What would happen to your business if all of those customers who remained because they think you care also purchased more products or services from you and referred other customers to you?

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## The Most Successful Referral Marketer of All Time

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You may not have heard of a man called Joe Girard, but it is possible to learn something of great value from Joe. Joe had a hard start in life and ended up selling cars at a Chevrolet dealership in Detroit Michigan.

According to the Guinness book of records, Joe sold more retail cars for 12 consecutive years on a one-on-one basis than anyone else in the world. He sold more cars as an individual than most dealers sold in total.

During his fifteen years selling career he sold 13,001 cars, all at retail – no fleet, wholesale or used cars.

In 1977 Forbes magazine ranked Joe as one of the “Super Salesman of the Century.”

In his best year Joe sold 1,425 cars, that’s 28.5 per week if he took two weeks holiday. That is nearly 5 each day for a six day week.

As Girard says, “Everyone said you couldn’t sell cars in 1974 because of the first oil embargo. The country pitched into recession. I sold 1,376 units.”

So what did Joe know that the other salesmen did not and how can we use that knowledge in your businesses today?

Joe became the best car salesman in the world because he consistently practised building relationships. Joe dedicated himself and worked hard at getting his customers to believe that Joe liked and cared about them as a person – not just as a dollar bill. As a result Joe obtained most of his business by **referral**.

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## So What Was Joe’s Secret?

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Joe developed a system of staying in touch with his customers and potential customers. Joe sent everyone on his database a unique greeting card every single month! These were not high pressure sales letters, just friendly reminders to let people know he was thinking about them.

In fact Joe hired two assistants to help and when not selling cars Joe and his assistants would send out nearly 13,000 hand written greeting cards per month to his customers and contacts, celebrating anything from Halloween to Groundhog day. That is nearly 550 cards per day if Joe worked a six day week.

Joe must have had immense dedication to follow this routine. Just imagine writing 550 cards each and every day. It is no wonder Joe managed to beat off his competitors and sell more cars than most dealerships.

Joe's system is simple but it works because people like to be remembered and people do business with people they know, like and trust.

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## Why Isn't Everyone Doing This?

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Why do most business owners neglect their customers? Very few business owners keep in contact with their customers, seek referrals or attempt to sell further products.

The reason is partly because most businessmen focus on attempting to get new clients and ignore the ones they already have. Businessmen want to get new customers in order to grow while neglecting the customers they spent a fortune to obtain. Salesmen like the challenge of selling to a new customer. Everyone is too busy to pay close attention to the existing clients.

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## What Now?

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Of course you can do one of two things:

1. Carry on as you are, fail to stay in regular contact with your customers and fail to sell them as much as you otherwise would until they finally leave.
2. Set up a system to stay in touch and turn one-time customers into a long-term relationship.

It's your choice.

To your success.



**Stuart Lockley**

I'd be happy to conduct a free, no-obligation Marketing Opportunities Analysis for your business and identify the under-utilised marketing assets available to you. These marketing assets can then be used by you to grow your business without the need for extra spending on advertising.

Under no circumstances do I want you to feel I am using this as a way to get your business. I simply wish help you, and if you decide you'd like me to help you move further down the road, it would be totally at your convenience.

This analysis could take place face to face, or over the phone, depending upon where you are based.

If you are ready then use this link [www.stuartlockley.com/marketing-analysis.html](http://www.stuartlockley.com/marketing-analysis.html) to contact me.

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