

Abundance Notes

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Greetings Sue ;

A wonderful side effect of more frequent contact with your clients is a direct positive impact on customer loyalty. When you deliver timely and useful information to your client list, they remember and appreciate you--**not just to tell their friends, but also when your competitors call.** Read more about aiming to reach that next level in this month's Featured Article written by Kim Schott of [Schott Cultural Consulting](#).

Featured Article

Increase Customer Loyalty

A wonderful side effect of more frequent contact with your clients is a direct positive impact on customer loyalty. You would be amazed how much your previous clients will appreciate you checking in with them. When you deliver timely and useful information to your customer list, they remember and appreciate you--not just to tell their friends, **but also when your competitors call.**

When a competitor makes sales pitches to YOUR clients or customers, the more strongly you are in your clients' minds, the more likely they are to say, "No thanks. I've already got that product" or "I love Kim my (insert your service)-why would I switch?" In addition, as long as your company has been living up to your claims, your customers aren't going to leave you, even if your competitor offers a



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lower price. If you call your clients on a quarterly basis, or have an e-mail subscriber list that loves your content, **your clients are more likely to stay then stray.**

Client Communication Assignment

Here are the tactics you need to practice prior to your "keep in touch" phone call, in order to rekindle a dormant relationship for business networking purposes. Or, you can tell a former client about a new product or service you are offering. Either way, you will earn the respect of your client.

* **Your attitude must be cordial,** humble, and if necessary, persistent.

* **Before the call, gather as much personal data** about the client and their family as you can. Now is the time to dig through your notes if you don't remember names and ages. Search Google for your client's name, and see if any personal information pops up on a Blog somewhere. Also, be prepared to call back since your sudden reappearance may surprise them initially.

***On Tuesday through Friday, try to call either before 9 A.M. or after 5 P.M.** Do not try to resurrect them on a Monday. Also, don't call the former client at home or on the weekend. You'll get the most civil responses during normal working hours when they are at the office.

***Prepare your behavior.** If possible, imply that your request to reconnect with them is a modest one. You could even offer to bring bagels for the office during a morning meeting, or offer to take them out to dinner.

***For your phone icebreaker** you could say, "How are you? I ran into our friend Jane Doe yesterday and it got me thinking about you. I'm just calling to see how you and your family are doing. I hope I'm not calling at a bad time?"

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Kim Schott, your Global Client Communication Expert, is the author of the Keys

to Client Communication System™, the step-by-step, paint by numbers program to attract more clients in less time. To receive your weekly how-to articles and audio on attracting more clients, visit www.SchottCulturalConsulting.com



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