

Keep in Touch—It's Important

How well do you keep in touch ?

BT used to have a slogan "it's good to talk" – well that applies just as much in business as it does in your personal life. However, just as in your personal life events and people slip by as you are too busy and just forget, this happens in business as well – which can then impact the future stability and/or growth of your business.

Many small businesses tend to work in a reactive mode – you go into work with all the plans for what you want to achieve during the day, and something happens that you have to react to. Out go all the good intentions for the day.

Keeping in touch is not just about being there when a client wants to place an order, or if they have a complaint. A series of triggers can remind you to contact clients just check everything is going well, update them of new developments, send them a birthday card – whatever is relevant to your clients.

Surveys have shown that over a five year period the average company will lose around 50% of their clients. The most frequently cited reason (70%) is "perceived indifference" – their suppliers don't care enough about them. Combine this with the fact that it can cost between 5 and 7 times as much to sell to a new client as an existing one, and the reasons for keeping in touch become even more powerful.

Put yourself in your customers shoes – what don't you like from your suppliers?

- Not returning promised calls
- Not sending information requested
- No-one knows much (or anything) about your business
- Not being kept up to date with new produces / releases
- Not being kept informed about the status of an order – especially if there are delays or problems
- No after sales follow up just to check everything arrived safely

Implementing a Customer Relationship Management system can help you with all of this – and much more. Scheduling yourself reminders to make these calls at the appropriate time can go a long way towards making your customer feel wanted and appreciated – and not just because they are about to place an order.

You could try and manage this with a notebook, or a card index, but the cards don't jump out and remind you that you promised to call someone back today, or that you haven't spoken to a key customer for a while and it is time to make that "Keep In Touch Call"

Keeping in touch with your customers and prospects doesn't need to take long, but it can help ensure that when they are ready to make that next purchase, they remember you, and that in turn makes it easier for them to make the decision to contact you place that order!

RD Associates (MK) Ltd are a local company established in 1994. Since then our mission has been to help our customers find, win and keep their customers.

We provide requirements analysis, customisation, implementation, training and long term support services. With our expertise we can work with you to develop the most successful CRM solution for your business.

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