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Top Secrets to Creating Customers for Life



by
Beverly Belury



John Hersey
Creating Contagious
Leadership



Introduction

To develop a lifetime relationship with your customers you need to treat your customers as though you have a life long relationship with them, as though they were a friend.

The tips in this booklet help you do just that. Some tips will be new information for you. Others will be a reminder of things you already knew and forgot. Yet others will be confirmation of things you are doing that work well. No matter what, the extra touch makes a significant difference.

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Beverly Belury, Managing Partner
John Hersey International
PO Box 17029
Fountain Hills, AZ 85269
480-8376-7474
www.johnhersey.com
beverly@johnhersey.com

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Friggin' Head Snappers (FHS)

Start with some "Friggin' Head Snappers (FHS)." That means something out of the ordinary that you do to treat your customers with the care of a life long friend. Looks easy? Consider how many times today that you indulged your customers in a FHS.

- 1 Write a handwritten thank-you note. Send these to thank your customers for purchasing your product or service, or for spending time with you to learn what you have to offer. Thank them for considering your product, service, or program even though they didn't buy. Remember that each letter or e-mail is to an individual, a human being just like you.
- 2 Consider how you feel when you receive a written thank-you note. Some notes include specific detail and a warm "thank you." It makes an impact and can further prompt you to start doing that for your customers and "not yet customers."
- 3 Stamp it! Stamps dress up an envelope and can also personalize it with antique cars, super heroes, flowers, birthday wishes, quilts, and special causes like breast cancer. Take the extra step and stamp it.
- 4 Write at least one handwritten note a day, five notes a week. Suggest that your team does the same. Outstanding changes take place with this practice.
- 5 Use their family's, co-worker's and/or friend's names when appropriate in conversation. Practice this during your day by remembering and using the name of people you meet in life. Thank "Mary" by name when she gives you all the