

Easy Pointers to Help You Develop Relationships with Your Customers

Are you not sure where to start when it comes to working on relationship marketing in your business? Then use the following points to guide you.

Who is Your Customer?

Do you really know who your customers are? Can you write a summary of a typical customer, what they like, where they live, their income and age? If not then this is your first step.

You should also find out what other places they like to visit when online. Do they visit certain forums or are they all members of a certain group? When you discover where they hang out, get into the habit of visiting the same places. This will provide you with even more valuable insights into who your customer truly is.

Work on Developing Customer Relationships

I am sure you thank your customer for making a purchase, but do you go any further than this? Do you follow up with your customers or offer them any advice or information on using your products?

Unfortunately too many business owners overlook this step. Instead of trying to build customer loyalty, they are always looking for new customers. If you want your business to grow and thrive, then it is crucial that you work on developing a relationship with your customers.

Repeat Sales

It is much easier to get a current customer to buy another product or service, than constantly keep looking for new ones. If you don't have many repeat customers then take a look at your business model. Did you take the time to build a database or mailing list? Do you ever offer your customer's related products and tools that complement their original purchase? If not you really are leaving money on the table.

You can improve this area of your business by offering great customer service and by following up with your buyers.

Knowing Your Own Products

Are you confident that you know your products well enough to answer any questions that may come your way? If not, then you are lacking in relationship marketing.

Relationship marketing is all about developing a good line of communication with your customers. One of which is knowing everything you can about your product. In addition this helps build trust and respect with your customers. If they can see that you know what you are talking about, it will be easier for them to buy from you.

Recap

A satisfied customer is only too happy to keep buying from you. They know they can trust your opinions and judgement and they know you are looking after their interests. If you can continually deepen this relationship you will have customers for life.

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