

Client Retention

Why client retention is important
for YOUR business



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What is Client Retention?

- Actual definition is % of clients retained who were planning to leave you.
- This is REACTIVE client retention
- PROACTIVE client retention is more effective but does require some work.
- More cost effective in the long run.



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Definition

Client Retention is the activity that we take in order to reduce client defections. Successful client retention starts BEFORE the first contact we have with a potential client and continues throughout the entire lifetime of the relationship. Our ability to attract and retain NEW CLIENTS, is not only related to our product or service, but strongly related to the way we service our existing clients and the reputation we create within our marketplace.

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The numbers

- 68% of clients leave because of how they are treated (perception)
- Client acquisition can cost up to 7 times more than client retention
- 63% of marketers feel that client acquisition is their most important goal. Only 20% said retention.



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Retention V Gain

- 1/4rly review
- Ad hoc support
- Networking
- Petrol
- Time
- Ad hoc
- Site build
- Training
- **+£200**

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Before?

Clients gained through

- Reputation
- Customer care
- Networking
- Recommendation

Easier to retain than cold call clients.

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Tips

- Use of CRM
- Categorise clients
- Last contact date
- Review & contact (perception)
- Ask & Listen
- Re-enforce updates
- Go the extra mile - Care....Really

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Example



helping businesses grow... building on success

home about contact services resources blog

contact us now
enquiries@igrowbusinesses.co.uk
07919 366991

Achieved your growth plans for your business?

- Making profit? Any profit?
- Business not the same since 2008/9?
- Lost customers and struggling to find new ones?
- Cut all the costs you can but business still hard work?
- Looking to exit soon?

This is not unusual. The 2008/9 difficulties and 'double dip' have not gone away for many businesses struggling to get going again although some are experiencing unprecedented growth and are struggling to cope. Which one are you?

When was the last time you looked at your business and decided exactly what was going to deliver success or, if you know, what's getting in the way? Can you afford to wait any longer?

At igrow we specialise in helping businesses gain clarity over what they need to do to achieve success and then help them make it happen through practical action plans that achieve results.

With decades of experience in setting up and growing businesses both in the UK and overseas we are well placed to help your business grow. See what our clients have said [here](#).

Do you have one?



Without a plan, you plan to fail...

Click for more information.



GROWTH CLUB

Stuart Warwick
stuart_warwick

stuart_warwick UPS was founded by two teenagers with one bike and \$100 borrowed from a friend! #interestingfact
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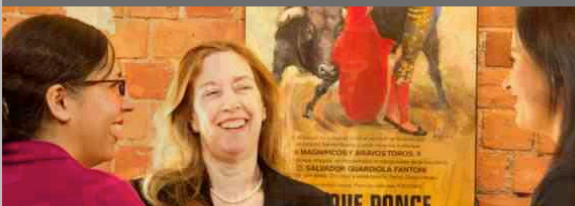
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busy women networking

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Welcome to Busy Women Networking

Supporting local business women

Busy Women Networking is your local networking group for Bedfordshire Buckinghamshire and Northamptonshire. Which meets on a monthly basis but continues to do business throughout the month.

We are a formidable group of business women who aim to grow our businesses in a professional manner while at the same time getting to know each other better and having some fun along the way. We meet in Turvey on the first and second Mondays of the month. We run separate networking meetings to keep business conflicts to a minimum and allow everyone to have the opportunity to grow their businesses.

Please browse our website and feel free to contact any of our business members who all come highly recommended.

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Meetings

Venue

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Tel: 07500 907573

Aruna Rao
ArunaBWN

ArunaBWN BWN Coffee Morning on Wednesday 19th September at Ye Three Fishes, Turvey from 9.30-11.30 Visitors Welcome. Pls RT
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RuthBWN Congratulations Hamera on the launch of Sapphire Travel. Love the cup cakes thank you none left in our house!!!... fb.me/sQDTGUzc
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RuthBWN Not only were we entertained today at BWN by Mandip, her 10 minute business insight gave everyone excellent legal... fb.me/1s0SAKbi
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content_ed Lovely to see @JuleBean19 @SusanRingsall @gemcatering @BlueCarrotEvnts @A25_Cara @Juleann1402 @bettywetz & the rest of the gang at #BWN
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brideandglory BWN Networking - who knew talking about prenups could be this hilarious. instagr.am/p/PZnTlxCwHT/
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content_ed Fabulous Busy Women Networking lunch again, thanks @RuthBWN & @ArunaBWN. Thought provoking talk from Mandip Bhachu about pre/post nuptials.
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gemcatering Fantastic meeting today with BWN @ArunaBWN @RuthBWN love those ladies can't wait till the next one :-)
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BlueCarrotEvnts Another fab BWN mtg! Thanks as ever to @ArunaBWN @RuthBWN for organising & thx to so many members with their generous offers for @RideHighMK
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ArunaBWN Very interesting insight from Mandip Bhachu from Shakespeare's solicitors on prenuptial agreements at BWN today pic.twitter.com/RWAv5xYL
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Please complete this form and we will contact you. Alternatively please call us on 07957 284851 or 07500 907573

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Do I lose clients?

- Yes!
- However, apart from a few that are no longer in business I have actually truly lost 2 clients.
- 1 - To Yell. Client bought in but not happy.
- 2 - Cancelled on the day he could. Not happy with the results.

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In Summary

- Always be thinking about client retention – even before they become a client.
- Have a system that works for you.
- Be authentic
- Lastly.... if every site was worth £200 more to you.... what would you do?



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