



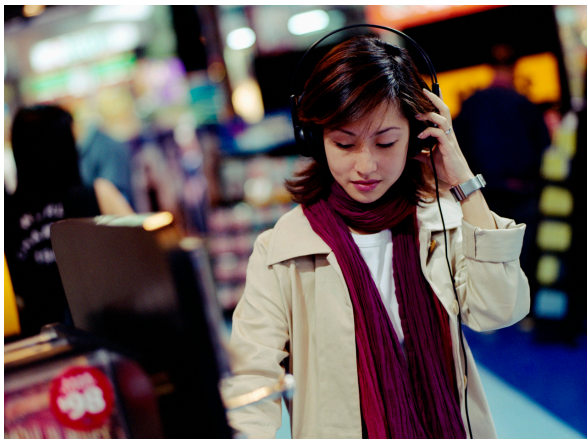
Kostas Peters
Parcus Associates, Inc.
Maximize Your Results...NOW!
www.parcusassociates.com
585-421-0872
kpeters@parcusassociates.com

Smart Business Brief

Advice for Success!

Supercharge your repeat business!

Did you know that it is six times more expensive to develop business from new clients than existing clients? Here are three ways to supercharge your repeat business.



Make customers feel special

It seems obvious, but treating customers in a special way can make a big difference. Always go the extra mile and offer the added touch that makes the customer remember you. This is an excellent idea for almost every type of business, but especially those involved in service industries. People pay for the quality of your service, so why not give them something better than they expect? The success of this strategy is based on how good you make the customer feel, and how surprised they are. Spend a little extra time with each one, and don't be afraid to develop a genuine bond – find out what their interests are, where they live, what they think.



Under promise and over deliver

Although it sounds simple, under-promising is tricky. It means not blowing your own horn, but giving more than customers expect. If you tell them an item will be in stock on Wednesday, get it in on Tuesday, and call them on Monday afternoon to let them know. Always try and do a little more than they expect. If you just do what you promise, you'll probably get them back next time. If you do what you promise plus a whole lot more they weren't expecting, you'll have a customer for life.



Deliver consistently and reliably

One bad experience can kill a good relationship. It's funny, but the better your service is, the more they expect, and the more disappointed they'll be if you let them down. Don't get complacent. You need to be consistent and reliable. If you consistently deliver what they expect when they expect it, most customers will stick with you.