

How do You Appreciate Your Customers?

By Marilyn Suttle



How do your customers know that you appreciate them? How do you express your appreciation in face to face contact? On the phone? In emails? When you answer the phone, do you sound happy to hear from them? Do you end your emails with words of appreciation

for their continued business? Most people don't receive nearly enough appreciation. What can you do to make sure your customers are feeling the love?

Research has proven that it is much more costly to recruit new customers than it is to keep the ones you have, so it's actually financially reckless to give up any opportunity to show appreciation. Unfortunately, the typical way most people give appreciation may appear insincere.

It's good to say, "We appreciate you," but it's not quite enough. Take it one step further and tell them **WHY** you appreciate them. Describe what you are appreciating in detail. What is it that makes them enjoyable to work with?

I was a guest speaker last week for a membership-based on-line community catering to association leaders. I spoke in detail about how to give effective appreciation to attract and retain customers and members.

One woman on the call said, "At my last job, my boss stopped by my desk and said, "Do you know how much I appreciate you?" Happy to hear this, she asked, "What is it that you appreciate?" Her boss got flustered and couldn't come up with anything. Talk about de-motivating!

Even when the appreciation is sincere, it can come across as lip service. The way to make your appreciation effective is to describe specifically what you notice or how you feel. When you give specifics, your appreciation rings true to your customers' ears, and in their hearts.

Instead of just saying, "You're great!" – Tell them **WHY** they are great with specifics like "I appreciate how quickly you signed off on the updates. That made it so easy for me to get your work into production right away. "

What do you think?

If you were to put 5% more effort into offering effective appreciation to your customers this week, what would you be doing?

To Book Marilyn Suttle for your next event, email: Marilyn@MarilynSuttle.com or visit her website www.Suttleonline.net.