

Sustaining Your Important Clients Is the Key to Success

For any business, to get new clients is too tough and it also requires lots of hard work. Once the client base changes, our previous clients may shift to new areas, they may shut down or sell their business. So along with finding new business, it's also important to manage and keep our old clients happy with our work. This article will help you in doing the same. As it contains nine valuable points, which makes old clients come back. Here are they:

1) Providing Outstanding Service:

Consistent hard work is being required for providing excellent performance. But after outstanding performance, client won't go anywhere else as they believe your service is the best and no one else can give better work, except you.

2) Database Maintenance:

Maintenance of database containing contact details of client is essential. You must have well managed database, which contains all details of client as well as some measures regarding sales value. As there may be some clients, who do not check their e-mails regularly, so it's not worth to inform them through e-mail. In this case, contact through postal or telephonic way is essential. So, along with client e-mail id, their postal address and telephones must be present in the database. It is important to manage database properly because this may help you in easy and fast retrieval of contact details. Moreover, it is important in networking while festivals and important events.

3) Keep a habit of direct mail

Direct mail will help you in future sales. Always find opportunities for direct communication with previous client, particularly when your service has long sequence of sales.

4) Special offers:

Special attractive offer always helps you in making good business deal. This way can also help in attracting your previous clients. Some of the offers are:

- Package offers i.e. "buy one get one free" or something like that
- Time sensitive deals
- Offering new services
- Bulk discounts

5) Special events:

Conduct special events like seminar on current technologies and topics, at free or low cost to your clients. Along with these all things, dinner or lunch should be fixed with clients. With such events clients would also feel their importance and this adds to your business.

6) Write a note:

Wish your client on special occasions like birthday, festivals, anniversary etc. This all will give good impression of your conduct on the client.

7) Make phone call:

Phone your previous client and have meaningful chat with them regarding ongoing projects and its priorities. And try to find out ways you can help.

8) Business promotions:

Demonstrate your achievements or research work you have carried out and impress them by showing how faithful and hardworking you are.

9) Send Reminders:

In many businesses there are opportunities to offer ongoing services to the previous clients. Remind your old clients about service, maintenance, periodic review of product.

About the Author

William King is the director of [UK Wholesale Suppliers & Drop Shipping Wholesalers Directory](#) , [France Wholesalers - French Wholesale Dropshippers & Suppliers Directory](#) , [Pakistan Property & Pakistan Real Estate Properties Portal](#) and [Dubai Property & UAE Property & Dubai Real Estate Portal](#). He has 18 years of experience in the marketing and trading industries and has been helping retailers and startups with their product sourcing, promotion, marketing and supply chain requirements.

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