

# **Develop A Customer Relationship and Retention Program**

**By Barbara Sanfilippo, CSP, CPAE**

**ROMANO & SANFILIPPO LLC**

**1 877-I SUCCEED**

---

## **ESTIMATE THE VALUE OF A LOYAL CUSTOMER /MEMBER AND THE COST OF LOSING ONE**

- What is the annual profit I currently make on this customer or member? (Revenue and sales less expenses and overhead)
- What is the profit potential if I expanded the relationship with additional services?
- What is the estimated life of this customer relationship?

## **EVALUATE AND RANK EACH CUSTOMER/MEMBER RELATIONSHIP**

- Gather data from your MCIF (Marketing Customer Information File) or create a worksheet and list the following:
  - ◆ Current services with you
  - ◆ Estimated sales and profit per year
  - ◆ Potential for additional business
  - ◆ Level of maintenance/handholding required
- Assign an overall rating to the relationship such as A1, A2, B1, B2, C1, C2

## **BUILD LOYALTY WITH THE “EMMA STRATEGY”\***

- Identify key staff as relationship or account managers to manage their “book of business.”
- Assign a specific number of accounts to each account manager with goals to increase the relationship and retain the business.
- Ask account managers to contact each valued customer/member and begin creating a customer profile. Include information such as: current accounts/services, family members, hobbies, interests, birthday, wedding anniversary, and future goals.

**\*Inquire about our new, one-day, “Manage Your Book of Business ” class and audio sales CD to give your staff the skills and confidence they need to manage their clients effectively. Visit [www.Barbara-Sanfilippo.com](http://www.Barbara-Sanfilippo.com) or use the fax back form attached.**

## **UTILIZE NEW CUSTOMER “WE CARE” CONTACT PROGRAMS**

- Create a standard to call all new customers/members shortly after establishing an initial service with you to ensure satisfaction, resolve any open items, and cross-sell additional services.
- Conduct a formal “client review” meeting with your existing VIP customers/members you cannot afford to lose. Note: This is not positioned as a “sales call” to the client but rather a value-added service to ensure satisfaction.

## **SEND THANK YOU AND ANNIVERSARY CARDS**

- Be sure to send thank you notes selectively to existing customers/members who give you additional business.
- Mail anniversary cards to acknowledge their relationship with your company as well as a wedding anniversary.
- Challenge your staff to send one thank you note a day and offer rewards or points for everyone who sends 20 or more a month.

## **OFFER SPECIAL VIP SERVICES**

VIP services make your customers feel important such as:

- A special hot line number
- Express service and priority handling such as special courier service for deposit pick up and delivery
- A special club to thank customers/members who give you substantial business such as: realtors who refer you at least \$1,000,000 a quarter in mortgages receive faster servicing on their buyer's loans

## **ESTABLISH CUSTOMER/MEMBER ADVISORY BOARDS**

- Invite 8-12 influential customers/members representing each market segment (small business, realtors, technology) to serve on your advisory board.
- Cater a nice meal and ask your customers/members to critique your new products, customer service, staff knowledge, competition, and ask for referrals.

## **ADD VALUE WITH EDUCATIONAL PROGRAMS AND SPECIAL EVENTS**

- Offer seminars to educate your customers/members on topics such as how to purchase your first home, how to retain and motivate your staff, how to retire comfortably
- Sponsor a charity/social event for your VIP customers

## **START YOUR CUSTOMER RELATIONSHIP PROGRAM**

1. Get the green light from your CEO and a budget.
2. Form a “Customer Relationship and Retention” committee with representation from each product line.
3. Review this handout and/or have your committee listen to the CD/tape of this teleseminar.
4. Agree on priority action items with a timeline and pilot a few programs.
5. Monitor the pilot for successes and results.
6. Continue the committee and rotate two to three new members every six to twelve months.

**Announcing a GuideBooklet™ on Client Relationship  
Management to get your team off to a great start.  
See order form attached or visit [www.RomanoSanfilippo.com](http://www.RomanoSanfilippo.com)  
and click on “consulting” and then GuideBooklets™.**

**FAX BACK**  
**Rapid Response Form**  
**Develop A Customer Relationship and Retention Program**  
**Date: \_\_\_\_\_**

**To:** Barbara Sanfilippo **Email:** Barb@RomanoSanfilippo.com  
**Fax:** (760) 738-8900 **Phone:** (760) 738-9100

- I would like information on Barbara's coaching services by telephone to improve sales and service management skills.
- I would like information on having Barbara conduct a private teleseminar for my company.

**SALES, SERVICE AND MOTIVATIONAL RESOURCES**

Audios/CDs – One hour programs with handout. Recorded from Barbara's teleseminars on the following topics:

- 1. Pre-call Planning – Winning Sales Strategies of Top Performers #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 2. How to Build A Winning Sales Team – Sales Management Best Practices #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 3. Master the Sales Call Process – A Self Evaluation #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 4. Kick Your Sales Calling Team Into High Gear! Best Practices, Tools, and Structure To Make it Happen #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 5. Recognition and Reward Programs: The Agony and the Ecstasy!\* #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 6. Develop A Customer Relationship and Retention Program\* #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 7. How To Manage Your Book of Business #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 8. Focus On Service And Revenue Will Follow #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 9. Winning Sales & Service Strategies of Top Performers – The Critical Edge! #\_\_\_ CDs/\$18 \$\_\_\_\_\_
- 10. Dream Big! What's The Best That Can Happen? #\_\_\_ Book/\$13 \$\_\_\_\_\_

\*We also have self-instructional "GuideBooklets" with exhibits, and sample forms to assist your recognition or customer relationship teams as well as a one-day training class, call or email for additional information.

Shipping and handling: \$ 2.25 first item/\$.50 for each additional item \$\_\_\_\_\_

California residents add 7.75% sales tax per item \$\_\_\_\_\_

**TOTAL CHARGES: \$\_\_\_\_\_**

Visa/MC Card # & Expiration: \_\_\_\_\_ Check \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Assets (If Apply) \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_

E Mail \_\_\_\_\_ Web \_\_\_\_\_