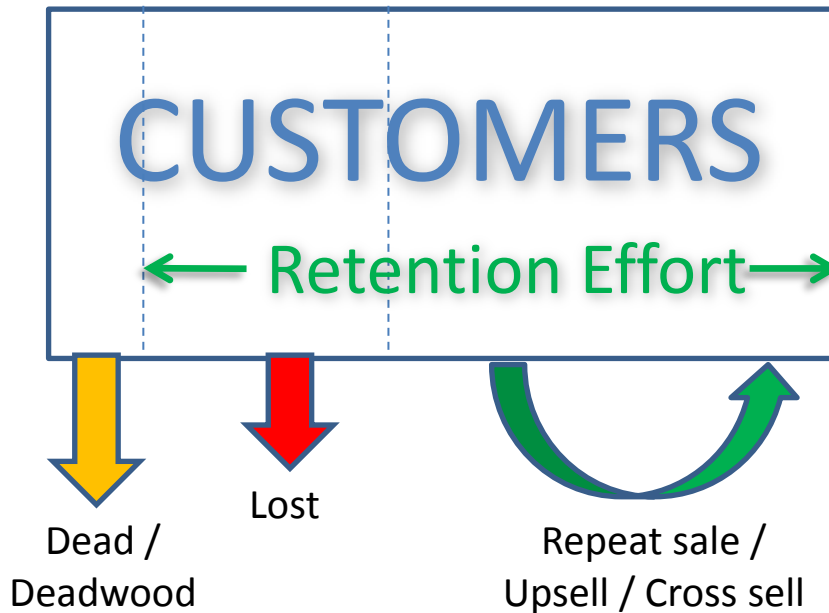


# Customer Retention & Development

## A DIAGRAM TO STIMULATE THINKING



## NOTES FROM THE MEETING

Target the customers that you will work to retain

- Some you may not want to retain because they are unprofitable or difficult
- Some companies are not worth pursuing because of internal politics or because they have a policy of changing suppliers
- If your key contacts move on, introduce yourself to their replacements
- Value those who are your advocates and recommend you to others

## **SCHEDULE TIMES TO MAKE REGULAR CONTACT**

- You need to decide how often and how (meetings, email, etc.)

Give your best customers the best deals e.g. discounts for longer contracts

On a general note, there was a feeling that the business climate was a bit better now. People have accepted the current level of activity and are getting on with things.