

September 9, 2008

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## Build your business...

...by fostering relationships with your customers, both new and old. By forming trusted relationships, you can grow your business and build a solid base of loyal - and repeat - customers



## Nurture New Business

By [Pattie Baker](#)

Have you ever received a call from a doctor's office a couple days after your appointment, asking if you are feeling better? This has happened to me several times and has bowled me over each time. And you can be sure I not only keep going back to those doctors but also recommend them to others. These doctors have the perfect prescription for nurturing patients both in the office and between appointments, in a way that truly stands out.

You can apply this concept no matter what industry your company is in. Did you just install new carpet in someone's home? Call and ask your customer how he or she is enjoying it. How about a new client at your hair salon? Reach out a week later, and ask if he or she is finding the style easy to maintain. Sure, you may get some negative feedback, but it's far better for you to hear any comments than for your new customer to either tell others about his or her dissatisfaction or never come back without telling you why.

Remember-it costs less to keep a client than to gain a new one. In addition to touching base right after a service is performed, build regular "customer touch-points" into your marketing strategy so that you can reinforce the positive impression customers have of you and encourage repeat business and positive word-of-mouth.

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## Kudzu tip of the week

*Follow up on every sale*

Take advantage of the honeymoon period. When customers are happy, you want to keep them that way. Send a thank you note right away - and for an even more special touch, send a handwritten note. This requires a little bit more of an effort on your part, but the gesture will stand out and be remembered longer.

For even more staying power, include a small branded gift that your customers will use regularly such as a pen, notepad, calendar or coffee mug.

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