



“Understanding and Managing The Customer Relationship In Your Business”

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Your customers are the lifeblood of your business, and this is why all savvy business owners spend a lot of time thinking about the customer relationship.

- They expend significant resources to train their employees about the customer relationship.
- They spend time meeting with management and employees, discussing the customers and what they want and need from the business and the best way to go about making that happen.
- They discuss the different customers, making sure to identify which customers are the favorites and why they are the favorites.
- They discuss and understand the difficult customers and the reasons they are difficult.
- They even go as far as to put customers in different categories and how to treat them accordingly.

These businesses have their “hand on the pulse” of their business. They know what makes a good customer and they usually have a proactive plan in place to maintain and promote good relations with those customers. These businesses do not blindly take orders and transact business daily; rather, they make a conscious, explicit effort to understand and manage their relationships with their customers.

Think about those businesses that seem to ignore everything about you. You go into their shop and they wait for you to come to the counter. If you walk out, it might seem as if they could care less. Compare this to a business that has the counterperson who comes out to query you and ask if there is anything they can help you with. Suppose you get your car fixed at a shop and they get your money and give you your car and you



drive away. Compare this to the company that gives you survey after the transaction with an incentive to fill it out, some type of freebie. In the survey, they get your email address and begin to send you offers tailored to the responses on that survey.

Which of these companies is managing your relationship with them and which would seem to not really care?

To increase your business, you need to understand that the customer is the most valuable asset of your business, more important than anything else. For this reason, you need to maintain your current customer base by extending the lifetime of each customer wherever possible, and by applying various strategies to increase the average purchase size and the frequency of purchases.