

Building a Strong Business Relationship

By: Jay Conners

When it comes to business and sales, building a strong relationship is critical. The stronger your relationship is with your customer, the more likely they will be to refer you business. Every day, make an attempt to build on the relationships you have with your customer. Don't just say hi as they walk in and goodbye as they leave.

The last thing you want to do is make your customer feel like a statistic. Let them know that their business with you is appreciated. Talk with them, strike up a non-business conversation. It could involve just about anything, such as the weather, sports, a movie, pets, etc. Non-business conversation puts your customer at ease and gets them talking. The more they talk to you, the more they will open up to you, opening the door for more sales opportunities. Or, you can keep it simple. For starters, get to know your customers by name, then address them by name. Say things such as, "how's it going today?" Or "how was your weekend?" Or "is there anything I can help you with today?" Make your presence known and felt.

Your customer wants to be appreciated, so take a few minutes of your time to show them that you care about them as a customer. Another way to strengthen your relationship with your customer is to keep a Rolodex handy with a list of all of your customer's birthdays, anniversaries, and special events. Keep your eyes and ears open for when customers talk about upcoming events in their lives. Such as children's birthdays and graduations. When the appropriate date approaches, send your customer a card, whether it is a holiday card, a birthday card, a graduation card, or a congratulatory card. Just send it.

Your customers will appreciate the fact that you remembered them on their special day. This will only strengthen the relationship you already have with them. There are many reasons to build a strong relationship with your customer, but two of the reasons remain to be key. One main reason is that customers value and appreciate good customer service. They want the piece of mind of knowing that if something ever happened with their product or service, that they would have you to turn to as their go to person.

This is extremely important because your customer will have this in mind when your competition moves in to take them away. And believe me, your competition will try to take them away. As long as you provide excellent customer service, your customer will stick with you. There is no substitute for excellent customer service. Customer service is the most important thing to a customer, even more important than fees.



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The second reason building relationships are so important is because of the referral process. A customer that is treated with respect and provided excellent customer service will most assuredly refer their family and friends to you. Why wouldn't they?

Your most important asset is your customer, so build and strengthen the foundations you have with them. By building strong relationships, you will be building your sales. Good luck.

Author Bio

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