

6.4 Building repeat sales

PRODUCT
DISTRIBUTION
PROMOTION
PEOPLE
FINANCE
RISK
GROWTH

- > *Customer service*
- > *Building customer relationships*

It is cheaper to sell more to existing customers than to go and find new customers, as this creates higher marketing costs. This means that a small business owner must try to encourage repeat sales and increased sales to their existing customer base as a means to increasing net profitability.

Two key factors affect the level of repeat sales:

1. The level of service to existing customers
2. Building and maintaining a relationship with existing customers

This is known as customer service or customer relationship management (CRM).

Customer service

Customer service is about:

- > Reliability and consistency of service
- > Quality of performance
- > Outcomes that customers value

Use the table to develop your customer service plan.

<i>Item</i>	<i>Already doing</i>	<i>Could be useful</i>	<i>Not useful at the moment</i>
Clear, simple product description in all promotions			
Make the first impression a good one			
Listen to what the customer wants and needs			
Follow up			
Ensure good telephone skills			
Have a range of payment methods			
Manage the angry customer—they can become your most loyal customer			

<i>Item</i>	<i>Already doing</i>	<i>Could be useful</i>	<i>Not useful at the moment</i>
Ensure all staff understand the key elements of good customer service			

A relationship with your customers

Having an ongoing relationship with your customers is the best way to ensure repeat and increased business. Use the table to develop your relationship plan.

<i>Item</i>	<i>Already doing</i>	<i>Could be useful</i>	<i>Not useful at the moment</i>
Build a contacts database			
Produce a newsletter/bulletin			
Have special offers for your regular customers			
Encourage existing customers to introduce new customers and reward them			
Keep in touch on a regular basis			

Websites

Customer Service Institute of Australia www.csia.com.au

Customer service training
www.customerservicetraining.com.au