



**BOBD**

BOB DICKERSON

**9  
TIPS**

To Gain and Retain Customers  
for Your Business

# GAIN AND RETAIN CUSTOMERS

Customers are vital to businesses. In fact, without customers, without sales, there is no business. A sign on the wall of one of my managers early in my career read, “nothing happens until somebody sells something”. So here are a few tips on gaining and retaining customers:

If your customers visit your business, then **be sure you have an attractive space**. It’s a reflection of your brand, your image and the vision of the company. It also conveys a sense of confidence and success to your clients, attracting and bringing back the kind of customers that you want to keep.

**Know what sets you apart** and understand what attracted your customers to your business in the first place. What is it about your business that sets it above the competitors? Whatever it was that initially wooed your customers will keep them coming back for more.

**Target your marketing and keep it effective**. The shotgun approach to marketing rarely works, besides, it’s too expensive. You have to know who your customers are and how to reach them.



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Business Advocate

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**Make sure you and your employees are well trained**, understand your philosophy, your company's mission, its core values and goals as well as your personal vision. That helps to create and maintain a company culture, helping to assure consistency from day to day, week to week, and year to year.

**Keep your customers happy** and keep your finger on their pulses. The surest way to grow a business is to add new customers while maintaining the existing ones. It is extremely important for you to know who your customers are, what makes them buy and, more importantly, what makes them buy from you.

**Be easily found**. Whether its signage, an online presence, face to face or via a call center, customers need to hear from you on a continuous basis.



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**Impress your customers every time.** Long term customers need to know that they continue to do business with you for a reason. Don't let your competition be the ones that provide the 'wow' factor.

**Actively seek feedback** from your customers and act on it. Always leave room for your customers to make suggestions and reward them for doing so.

Finally, **remember that every single one of your customers is an individual**, and they expect and deserve to be treated like one. Tailor your customer service so that each customer gets the best possible experience.

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