20 Ways to Build Customer Relationships in 60 Minutes
I’m worried about
“Building Relationships not transactions”

When two people really care about each other, they will always look for a way to make it work, no matter how hard it is.

By Your Name
“You don’t close a sale, you open a relationship if you want to build a long-term, successful business.” – Patricia Fripp
#1 Communicate
#2 Exceed Expectations

Exceeding expectations is where satisfaction ends and loyalty begins.

-Ross Kaufman
#3 Ask for Feedback

Want better customer feedback?

- What do you think of X?
  - Why?
- Did you run into trouble while using X?
  - What kind?
- Could you tell me what frustrations you have with X?
  - Where?
- How often does X happen?
  - When?

Ask better questions.
#4 Connect
#5 Show Appreciation
#6 Acknowledge Your Customer as an Individual

Keeping customer-centered as a company means having a constant focus on our customers at an individual level.
#7 Share Knowledge

Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.

“EVERYONE YOU WILL EVER MEET KNOWS SOMETHING YOU DON’T.”

-BILL NYE-
#8 Be Open

Enjoying success requires the ability to adapt. Only by being open to change will you have a true opportunity to get the most from your talent.

- Nolan Ryan

Are You Open to Change?
#9 Maintain a Positive Attitude

A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst and it sparks extraordinary results.

- Wade Boggs
#10 Understand What Your Customers Value

It takes humility to seek feedback. It takes wisdom to understand it, analyze it, and appropriately act on it.

-Stephen Covey
I follow three rules: Do the right thing, do the best you can, and always show people you care.

-Lou Holtz
#12 Adapt to Their Pace
#13 Let Your Brand Be Your Guide
#14 Model the Behavior That You Want to See

Model the behavior you wish more people would display. Lead first.

Attract what you want by being what you want.
#15 Remember that Relationships are Built Over Time

Everything in our life, which is of some value, is never an instant happening. Relationships are built over time. Trust is gained over time. Art is mastered over a period and not overnight.
#16 Make Someone Responsible
#17 Cultivate Partnerships
The next three tips will help you solidify your customer relationships and create a strong foundation that will help you grow your business.
#18 If There’s a Problem, Solve It Quickly

“If I had 60 minutes to solve a problem, I'd spend 55 minutes defining it, and 5 minutes solving it.” — Albert Einstein.

The slogan 'press on' has solved and always will solve the problems of the human race.

— Calvin Coolidge —
#19 Continue to Act as a Consultant
#20 Ask for Referrals

JUST ASK!

I Love Referrals!
Thank you!!