

Chapter 12

Reward Your Best Customers

■■■ Follow the lead of larger companies that use customer loyalty programs to increase their profits.

Look for marketing ideas everywhere

I have a favorite store where I buy most of my clothes, with branches located all over the country. They have a **wonderful customer loyalty program** that encourages me to come back often. As soon as your purchases reach a certain level, they automatically give you 5 % off on everything you buy after that. They also routinely send out special offers and discount coupons, plus a special birthday savings coupon.

Once, when I left my purchase at the store by mistake, the sales person drove to my home (and I don't live close) and hand delivered the skirt so I could wear it to an event the next morning. I love their clothes and I would shop there without the added incentives, but their special treatment always makes me feel good. As a result, of course, I spend more money shopping in their stores.

Apply creative strategies to your business

As a promotional products advisor, you can do the same thing. It costs so little to make people feel special, but the rewards are enormous, and it's a proven way to boost your profits.

Some of my promotional products coaching clients have instituted **customer loyalty programs**. They offer next quantity pricing or free screen charges to special selected customers. (Most of the time, this doesn't cost them anything, because they receive these discounts from their suppliers themselves.) They also donate to charitable organizations that their customers support, or go out of their way to stay in touch, even when the customer isn't buying.

INSIDER Information

Customer rewards

I make it a habit to reward my best customers with **next quantity pricing, discount coupons and marketing help**. I also position myself as a valuable resource by introducing them to other outstanding companies that offer marketing services outside of my expertise.

► *What Can You Do Now?* ◀

- Make a list of your **top ten customers** and think of special ways you can reward them.
- Start your **own customer loyalty program**. What can you offer your customers that's a big value to them, but cost you very little?