

# 3 Customer Retention Secrets!

By Larry Dotson

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## 1) Give Unexpected Gifts

Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. You could always send a back-end product offer with any contact you make. Award bonuses or points to your customers who make big purchases.

## 2) Communicate Regularly

Stay in contact with customers on a regular basis. Offer them a free e-zine subscription. Ask customers if they want to be updated by e-mail when you make changes to your web site. After every sale, follow up with the customer to see if they are satisfied with their purchase or have any questions.

## 3) Resolve Problems Quickly

Resolve your customer's complaints quickly and successfully. Answer all e-mails and phone calls within an hour. If possible, you as the owner of the business, should personally take care of the problem. This will show your customers you really care about them and want their business in the future.

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