CREDO 7: MEET YOUR CLIENTS, DEVELOP THEM AND GAIN OTHERS

Gaining a client, try to have a god relation with him. Meet them personally, one by one, in order to be informed exactly on their needs and desires, preferences and behavior. Next to this, expand your deals with them These are the principles of handling relationships with client. (CRM). It’s important to attract specific clients that will continue to buy from you, due their high rate of mental and emotional satisfaction. They can also become great supporters through marketing of spread the word. A PetSmart Charities saved the life of million animals for free through centers of adoption created in their shops 16 The program attracted visitors to shop and better sales for products of company. Besides helping animals, the company attracted new clients and sold them products related to point of sale. As company shows esteem for animals, consumers kept being entertained and became loyal customers. Treat your clients as recurrent clients that will stay with you forever.