

# Creating Customer Loyalty

**I**t's not strictly true that loyal customers will buy more of your products more regularly especially, if you just take them for granted. If you want your clients to come back again and again it's essential to build long-term relationships with them and with other people that may be key to your business.

One way you can do this is through relationship marketing. This means knowing as much as you can about your clients, engaging in two-way communication and identifying potential and existing customers that are potential going to provide a long-term, profitable relationship.

You can't always deliver a Rolls-Royce service to all your clients, but you can at least try! Give the service that you would expect to receive, this way your loyal clients are more likely to recommend you to their contacts/clients.

A few tried and tested guidelines:

**T**rust between both parties is crucial

**C**ommunication is vital – don't allow issues to build up in the background without discussing them

**S**et your standards and stick to them

**F**ind out what your customers' expectations are and monitor them.

**E**nsure that you are aware of your customers' changing needs

**S**tand your ground.

**D**on't dilute your brand or your product/service with potential customers who may only want to make small or one-off purchases

**B**e prepared to negotiate the price, but never compromise your service.