

Treat Lost Customers Properly

Written by Steve Marr
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None of us likes losing customers. Over the years, I have had customers take their business to competitors for one reason or another.

I have always treated departing customers with the utmost kindness and respect. I strive to make the transition as easy as possible for the customer. I've done this for four specific reasons.

1. To honor the Lord.

I believe we honor the Lord when we gracefully and politely assist a customer who has decided to terminate the relationship with our firm.

2. To say thank you for past business.

When I have had the privilege of serving a customer for a time and earned revenue from that customer, assisting the customer in a transition is my way of saying thank you for past business.

3. To keep the door open.

Some customers who leave will not be happy with their decision in the future. The grass may look greener on the other side of the fence at first. Then, if the customer is disappointed with the change; they may call us to resume a relationship. They will do this only if we were gracious and helpful in the original transition. I've had a number of customers return because I practiced this.

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Recently, a business I know decided to transfer some Internet marketing to a different company. The company losing the business immediately cut off part of the sales platform which caused the leaving business to lose thousands of dollars. Clearly they had zero chance of ever seeing the customer back, regardless of the circumstances.

4. To learn how to improve business practices.

When we cooperate with the transfer of business, we will have an opportunity to respectfully ask reasons for the decision to place the business elsewhere. This provides an opportunity to learn how to improve business operations to avoid future customer departures.

Paul wrote, “do nothing out of selfish ambition or vain conceit rather in humility value others above yourselves.” (Philippians 2:3, NIV) Demonstrate your humility during those unfortunate situations where customers decide to leave from your business. Learn from it to grow your business.