



A Values-Based Approach to Customer Loyalty

Customer loyalty is a concept many business owners think about but fail to fully comprehend as a strategic asset. As a result, they never reach a point where they can master and leverage the true power of customer loyalty for their business. Surprisingly, customer loyalty can be achieved and maintained by businesses of almost any size, but it requires commitment. Here are the keys to achieving **customer loyalty** success:

1. What is Customer Loyalty and Why is it Important?

Customer loyalty is...

- Sustained, demonstrated commitment that customers have to your brand
- Expressed through both commercial and non-commercial actions
- Driven by customers (not by the company)

Why customer loyalty is important:

- Securing repeat purchases from existing customers costs far less (in most cases) than securing the same purchase from a new customer.
- Loyal customers provide essential independent validation of your brand to convert future prospects into customers.

What customer loyalty achieves through its cyclical impact process:

- Loyal customers buy more
- These purchases fund marketing to new prospective customers
- New prospects convert better when validation is received from loyal customers
- Win rates with new prospects increase
- This generates more future loyal customers
- The cycle repeats (and grows)

2. Customer Loyalty and Values Alignment

Values are a core component in customer loyalty. Here's how:

- Loyalty involves what a person feels or believes about a brand and business
- Companies that create loyal customers also clearly communicate their values
- Values alignment exists when both parties act on similar value systems

3. Steps to Customer Loyalty Success

Here are some essential steps you can take to pursue customer loyalty success:

- Clearly define your company's values
- Communicate them through product and service design
- Build those values into your sales process
- Qualify prospects around your values
- Encourage them to self-qualify
- "Are you a good fit for our product?"

Engaging customers in customer loyalty experiences:

- Engage your current customers (and communicate with them)
- Leverage (where applicable) in sales
- Encourage them to form community around education, peers
- Listen to and act on their feedback
- Provide both non-commercial and commercial opportunities

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Provided as a service of:

Deborah L. Brown

Sales Effectiveness Expert

717-877-2305

deb@debbrownsales.com