



ARTICLE 007

WHAT DOES IT COST YOU TO LOSE A CUSTOMER?

Have any of you out there reading this ever lost a customer? Do you remember what it feels like, especially if it was a key customer? Do you remember the distress in your gut, the “why” and the blind-sided feelings? Don’t we always feel blind-sided at first, and then we have time to go back and look, suddenly we say – am I blind or something, I should have seen this, it was clear as day.

We get so wrapped up in our work, in trying to do all, that we many time forget that the customer is the most important thing there is. Don’t ever believe the easy customers don’t need time and attention – they do – even if they say they don’t. Make sure you spend time with them. They are the ones who will leave and you will spend so much time trying to figure out why?

Do you have numbers for your organization? Do you know what each of your customers contributes to the bottom line of your organization? Do you know those things we discuss last month about your customers? What do *you* know about your customers?

How do you explain losing customers to your boss or partners or yourself? Since many of you are the boss – what do you say to yourself– how could I let this happen. I read an interesting point a while back and it simply said that the CEO of an organization should be spending 50% or more his/her time with the customers – are you doing that? What if you were? Don’t give me this thing that you don’t have the time, drop something else, nothing in your organization precedes your customers.

CUSTOMERS FOR LIFE = PROFIT