Customer Prospecting: Skyline Marketing to Improve Focus on Customer Loyalty

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Direct marketing firm, Skyline Marketing are aware that customer loyalty is one of the most important features in business and have announced plans to improve focus on customer loyalty.

Loyalty is an extremely important factor in business; firstly it's easier to up-sell and cross-sell to loyal customers. Loyal customers are familiar with their favourite brands and are more willing to try out and explore recommendations and new products. A survey by Marketing Metrics discovered that the probability of selling something to new prospects is only about 5-20%, whilst the probability of selling something to an existing customer is 60-70%.

Secondly, loyal customers are more inclined to share their positive experience and make recommendations of the brand to their friends. Word of mouth is one of the most powerful channels of marketing available to help increase customer acquisition.

About Skyline Marketing: http://www.skylinemarketingltd.co.uk/about-us/

It costs around 6 to 7 times more to acquire new customers than to hold on to regular customers. By focusing on customer loyalty and building the brand, loyal customers will be a strong influence to get new prospects to try out the brand rather than spending money in advertising and explaining the product to attract new prospects. If the brand has a loyal following, it will receive an army of free, sales people ready to spread their love of the brand.

Loyal customers also provide honest, quality feedback. Feedback is crucial to improving the brand, building a relationship with loyal customers will give them the confidence to speak out about where they believe the brand could thrive and serve them better.

Skyline Marketing offer direct marketing methods to help build a higher level of loyal customers for their clients. Their direct marketing campaigns involve face to face presentations that deliver the clients message and achieves their goals. They believe that communicating with consumers on a face to face basis delivers the greatest impact for generating sales, raising brand awareness and building strong customer relationships.

In order to improve customer loyalty Skyline Marketing has suggested that brands consider these points:

- Be sincere – Most people have this attribute; Skyline Marketing believes a brand needs to find a way to translate this into business. Ensure the team believe in their product and have a passion for it otherwise they should not do it.

- Relate to the prospect on the **WIIFM** part of the deal – WIIFM means "what's in it for me?" If you can tell prospects what is in it for them – i.e. how they'll benefit – you will win the sale.

Skyline Marketing are teaching these points in their development program to ensure that their sales force provides the best experience possible for customers and achieve their clients' goals of improving customer loyalty.

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