Swan Global Direct reveals 7 tips for encouraging brand loyalty

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As a successful sales and marketing firm, Swan Global Direct understand the importance of brand loyalty and have revealed their 7 tips for encouraging consumers to stay loyal to a brand.

Swan Global Direct believes that it is vital for a business' success to keep existing customers returning to the brand. The firm highlights how attracting new customers is far more expensive than keeping hold of existing ones and reveals how loyal customers can be a huge asset to a brand's reputation. Returning customers are statistically more likely to spend more with a brand as opposed to first-time buyers and they are also more likely to leave online reviews and recommend to their friends and family, outlines Swan Global Direct.

About Swan Global Direct: http://www.swanglobaldirect.co.uk/about-us/

Here, the firm have revealed their top 7 tips for encouraging brand loyalty and keeping customers:

Lose your ego

Having an ego can be good for giving the business confidence and maintaining motivation, however Swan Global Direct states that if carried too far it can make representatives stop listening to what the customer really wants or needs. Even worse, it can make the business seem like they have stopped caring, losing empathy for the customer.

Always be truthful

Never make excuses, states Swan Global Direct. “Acknowledge when you were wrong and make a sincere effort to explain how you will fix it. Take responsibility straight away, don't wait for the customer to notice," recommends the firm.

Ask the tough questions to reveal real needs

It's important to know the customers well enough that they are willing to open up about what they really need. Start by earning their trust, states Swan Global Direct. Understanding their needs will help to provide a better service.

Keep your team in the loop

By keeping everyone in the loop the business will get more ideas of how to help and if anything goes wrong they will have an educated, informed and vested team that is ready to help out.

Plan your work

Be organised and plan a follow up, suggests Swan Global Direct. The firm believe this helps to build relationships and trust which both parties can benefit from.

Keep accurate records about everything the buyer talks about

Don't rely on memory. Record notes about the consumer which can be looked upon at the next interaction. This will show consumers that the business cares about them and are interested in providing them with the right product or service. Knowing their unique interests will help to make the right offers, highlights Swan Global Direct.

Know the objectives of the person you are selling to

“Remember, you are not there to sell what you have got, you are there to serve your customer and to

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make their life easier and more efficient." Swan Global Direct says businesses must know what drives them and present what meets these needs.

Swan Global Direct is an outsourced sales and marketing firm based in Newcastle. The firm offers personalised marketing campaigns on behalf of their clients' brands. The firm connects with consumers through face-to-face marketing which allows them to establish long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Swan Global Direct encourage brand loyalty through their personalised marketing campaigns which allows them to get to know consumers on a one-to-one level and helps to provide them with the best solution, keeping them returning to the brand again and again.

Source: http://www.starjournalnow.com/2016/02/25/seven-sales-tips-for-keeping-customers/

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