Clients leave and we don't see it coming

Five places to look, and how to choose where to start

Clients rarely leave in a temper. They drift: fewer calls, slower replies, then a polite email that begins "we have decided to review our suppliers".

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Hold a regular review with each key client. You only discuss the relationship when something goes wrong.			
2. Name an owner for each relationship. Everyone deals with the client, so nobody owns it.			
3. Know the early signs. You have never listed what changes before a client leaves.			
4. Ask clients who leave, and why. They go, and the reason stays a guess.			
5. Plan the year with your biggest clients. You know their next order, but not their next year.			

An example

A managed IT provider lost two long-standing clients in a year, both apparently out of the blue. Looking back, both had stopped coming to quarterly reviews months earlier. It now treats a missed review as a warning, and picks up the phone.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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