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**FRONT COVER:**

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# Foreword

Though lead generation for business purposes can be a rather daunting task, there are various simple ways that can be adopted to keep the exercise as simple as possible. This time tested methods have proven to be very useful for those attempting the further their business forays or expand current business opportunities.

As well, customer loyalty is the single most important element to retain within a business relationship. A lot of positive elements can be derived from a well established loyal customer base. Huge amounts of money is periodically allocated to advertising, primarily to garner a bigger market share of consumers, but with the existence of a loyal customer base, this expenses can be channeled towards other better and more beneficial areas.

## ***Capturing Customers***

What You Need To Know To Get And Keep Customers

# **Chapter 1:**

## ***The Basics***

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### **Synopsis**

Lead generation is popularly used as an effective tool to generate the necessary interest or inquiry into products or services of any particular business listing. This tool is particularly useful for the internet marketing platform where it can be utilized to garner a larger list of customer information such as list building, e-newsletter list acquisition or for the simple method of winning customers.

As well, companies which have a satisfactory percentage of loyal customers have the advantage of channeling funds into a self reinforcing system in which the company delivers constantly evolving superior value and high quality products and services.

This will further create the comfortable relationship desired to continue to successfully keep the customers both happy and loyal.

There is also the added advantage of the preexisting customers who consciously help to introduce friends and family to consider using the products and services based on personal testimonies and enthusiasm.

## **The Basics**

Though seemingly similar to advertising, the lead generation can at most time be almost generated from non paying sources predominantly garnered from search engine results or referrals from an existing customer base.

Taking the trouble to research the needs and interest of the potential customers targeted often helps to narrow down the lead generating tool to better attract the attention and commitment of the potential customer.

Once this vital information is formatted then the service or product that is being fielded will be better received by its target audience. Using this tool to set up seminars and webinars can also be a great way to attract the attention of the customer base especially if the topics hosted are both interesting and informative.

Adding the interactive feature would also help to ensure the participation of the target audience for further enhancement of information vital to the success of the product or service being launched.

The lead generation tool is predominantly meant to enhance or even take the business foray to a whole other level and thus should be explored, as its benefits are no doubt beneficial and most times positive.

As well, retaining loyal customer ratios at an all time high lies in the fact that companies are able to focus on providing good customer induction schemes that contribute to a higher yielding customer base and thus provide for higher profits by reducing the need to spend money attracting potential but not necessarily viable customers. However, such schemes should in no way take the place of good and resoundingly exemplary customer service.

The element of trust is rather hard to accomplish and even harder to nurture, but with the right daily process in place and use without deviation it is very possible to build the desired trust factor between both parties.

This trust factor will then translate to converting the casual customer into a loyal one. Thus, any complaints or misgivings regarding the products or services should be addressed swiftly and to the satisfaction of the customer. Companies that take the grievances of a customer seriously are usually the ones that have the highest loyal customer base on record.

# Chapter 2:

## *Provide Value And Figure Out Where Your Customer Loyalty Is*

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### Synopsis

With the variety of products and services available in the market place today being so vast, it is sometimes difficult to get the desired attention of the already greatly shrinking customer base.

Being able to discern one's position with regards to the customer loyalty ratio can be rather tricky if not virtually impossible sometimes. However thankfully there are some tried and true methods that can be used to achieve this goal.





## **Where Is It**

To create the scenarios to further snag and keep the customers loyalty can be an ever stressful ongoing challenge. Thus there is a need to explore in-depth and seriously consider the needs and wants of the anticipated target audience to ensure continued success.

Taking the extra measure to provide the target audience with the necessary assurance of supply value is perhaps a platform that should be given due consideration.

Building relationships that promise the interest of the customer would be of foremost consideration is one way to create the supply value ratio. When a customer is made to feel important the loyalty factor which is necessary for repeat sales is evident. Randomly using methods that don't include this vital and necessary element is both unwise and can be rather costly.

As the lead generation tool can be used for almost any business foray, the customer base that can be garnered is indeed huge and thus ensuring the supply value angle is thoroughly covered within this tool is not only beneficial for both parties but also ensure the interest of the potential customer from the onset of the introduction.

From the potential customer's point of view the supply value should include various different initial vital information such as pricing, product quality and capabilities, availability, after sales services and

any other potentially perceived useful information. Providing the potential targeted customer with such information will also help to plant the seed of confidence in the company and product being presented.

Including other added value features is also another way to enhance the product or service, as this would also be perceived as supply value for the customer.

Being able to retain a loyal customer base has its merits and understanding the customer sentiment is pivotal to achieving this loyalty factor.

As loyal customers are a good indicator to a thriving and consistently successful business endeavor, taking the time to focus on understanding the level of each customer's loyalty is both prudent and beneficial in the long term state.

This understanding can help predict to a certain extent the ratio between the potentially loyal customer and those who may not ever become the desired loyal customer needed to keep the business a success.

By making this discovery the company can then take the necessary action to try to prevent potential customers from just being one time users.

Some things to seriously consider in the quest to understand the company's position within the customer's mindset would be as follows:

- Making the effort to gather the required data to assess the potential customer's reason for making the purchase or for showing an interest in the service or product offered.
- Finding out if the customer would be willing or even happy to introduce the product or service to others.
- Getting feedback of the level of satisfaction derived from using the product or the lack of said satisfaction. Armed with this information, there should also be a proactive counter action to address any negative feedback learnt.
- With the information gained from the customers, there should be a concerted effort to make the necessary improvements to the products or services to further encourage the commitment on the part of the customer to stay loyal

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