

# Stay in Touch with Your Customers

By Judith Filek—President  
Impact Communications, Inc.

Inside sales representatives beware! In this uncertain economy, there is a tendency to overlook existing customers who have put the skids on purchasing. Even if a customer isn't buying today, eventually they will. If you stay in touch, your customers will remember. You will be on their short list of people to call when business goes back to normal.

Rather than ignore those customers who are currently stymied in their purchasing power, make a list of who they are and brainstorm how you and your organization might show you value them and can be of assistance, even if they aren't buying. For example, our organization has been bolstering our customers by providing "lunch and learns." These one hour presentations provide quick tips on a variety of communication topics. They leave the customer wanting more. We have also been offering our consultants as speakers for their professional organizations. These free sessions remind the customer of the importance of training, as well as our company.

While your field may not be training, you might be able to offer on-site consultations, free evaluations, free trial periods or special financing.

All customers want to stay current on market trends and breakthrough developments. They like knowing benchmarks. An inside sales rep who keeps track of their business and offers to provide white papers or research on a vertical or industry really distinguishes himself. Customers appreciate when an inside sales rep calls for other than an order.

Even if you can do none of the above, you can commiserate with your customers. Earlier this week, I received an email from the Arusha Hotel in Bangalore wishing me a happy birthday and saying their staff looks forward to the next time I visit.

The catch phrase, "Reach out and touch someone" is timelier than ever. Your high touch approach will help to move you into the role of a trusted

advisor. When business improves, you will be their "go to" person.

*Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.*