

Client Retention Strategies

An educational webinar presented by Stuart Ayling of Marketing Nous

_____ % of clients leave because _____

Retention starts at _____

How will clients feel about you afterwards?

- What do you want them to remember?
- What do you want them to think?
- What do you want them to say to others?

... SO ...

What do you need to do to create those feelings?

The 'Zone of Indifference' is dangerous because...

My Action Plan

(1) Setting Expectations

(2) Staying in touch

Other actions and notes: