

## ***What is the single biggest reason you lose business and how can you prevent it from happening?***

Do you know that on average you lose 25% of your business every year? That's right, and this lesson will show you why it happens.

**YOUR COMPETITORS ARE TAKING THEIR CUSTOMERS FOR GRANTED.** And do you know what else? So are you - I know, I know - you don't want to hear that. It's true - you know it and I know it.

How can you take away business from a competitor? Here's the secret. Get a small order from your competitor's customer and then show that you REALLY appreciate their business. Too simple?

Sure, you gave the customer a discount - THEY should appreciate YOU! Your customer is the one who writes out those big checks every week - they are not thinking about how much they appreciate the small discount they got - they are wondering if YOU appreciate the amount of business THEY are giving YOU.

Your customers pay your mortgage, put your kids through school, make your car payments, pay for your retirement plan. Your top twenty customers - Do you thank them enough? Do you show them that you appreciate their business? More than likely the answer is no.

Give your customers the attention and appreciation they are hungry for. Give your prospects the attention and appreciation they are not getting from their current supplier and you will take away the business. Few things are more gratifying

than gratitude, and very few sales people express their gratitude as much as they should.

Appreciation can go a lot farther than just saying thank you. How many thank you notes did you send last year? Your competitors are not doing it. It's the little messages of gratitude that will make a big difference. You never know what insurance your thank you notes, follow up phone calls and extra attention is providing. Here is more proof.

Headquarters wanted to know why a small pizza shop was performing way beyond everyone's expectations. They were number one in a large national chain – yet located in a small town with a lot of competition. When they investigated they found that before closing they would go through their deliveries and call everyone to make sure their pizza was good! CAN YOU IMAGINE THAT? A thank you call from a PIZZA SHOP?

No - Service is not the reason you lose business.

No - Price is not the reason you lose business.  
No - Your competitor's image in the market is not the reason.

No - it's none of those things.

The reason you lose, on average TWENTY-FIVE PERCENT OF YOUR BUSINESS EVERY YEAR is because you didn't listen to your mother when she told you to say "Thank You."