

Is slashing prices the only option to generate customer loyalty in these hard times?

Good question. As people watch their pockets, we might be tempted to give customers a financial incentive to keep them. Yet this should not mean slashing prices! Free consultations, a discount coupon, a value add-on or a loyalty program are some better options.

Building an honest and personal relationship is the foundation of customer loyalty. And there are many ways to do this.