

# Client Retention Strategies

## Why Clients Leave

- ❑ You over-deliver, deliver inconsistently or deliver something other than what they expect.
- ❑ You didn't ask what THEY wanted; you weren't listening for THEIR goals.
- ❑ You stayed in your comfort zone, which was NICE. You let them off.

## What to do about it

- ❑ Grow with your clients.
- ❑ Follow a predictable structure in your interactions.
- ❑ Communicate between calls.
- ❑ Reward your clients and celebrate successes.

## What makes clients stay

- ❑ Listening and feedback
- ❑ Don't get taken for granted
- ❑ Value-added services
- ❑ Focus on progress and how far they've come OFTEN
- ❑ Focus on and celebrate successes
- ❑ Surprise gifts
- ❑ Extra session calls
- ❑ Some flexibility in scheduling

**A WORD OF ADVICE:** Don't beat yourself up when a client leaves. Often, it's about them, NOT about you. Decide what you have learned, then move on.