

## *Financial training For non financial staff*



*The financial training specialists*

### **I love you! (Cashflow, Profit)**

One of my nieces is 20, and she and her boyfriend are just moving in together. I haven't met him yet, but he sounds like a good sort: caring and considerate (characteristics which seemed to be mainly absent in her earlier choices!). I hope it works out for them.

But I'm old and cynical, and life experience has shown me that - whilst the relationships we make at 20 may last - often they don't. I'm not going to point that out to them: why rain on their parade? I hope they have within them what it takes to make a relationship work. Because we all know that whilst love is a great foundation, successful relationships also include a lot of work as well.

So what has this love story got to do with a finance blog?

It set me thinking about the customers who "fall in love" with our business. It's not just the product or service they fall in love with: somebody else is almost certainly providing the same thing. It's the way we do business with them that they fall in love with.

What do we do to keep our customers in love with us? What do we do so they want to stay faithful? What do we do that makes them want to stray?

Satisfied customers are key to a successful business. But all too often we get a new customer and by then just take them for granted. That sounds a bit like some of our