



A practical guide to keeping your best customers engaged, supported, and loyal during uncertain times.

1. Why Retention Matters More Than Ever

- It's cheaper to keep a customer than find a new one.
- Your best customers are more likely to stick with you — if you show leadership and care.
- Retained customers may be willing to pay early, refer others, or buy more.

2. Immediate Retention Tactics

- Reach out personally — check in without selling.
- Offer small value-adds or bonuses (e.g. free delivery, support calls).
- Provide clarity — be upfront about delays, changes, or limits.
- Be available — make it easy for clients to reach you if they have questions or concerns.

3. Strengthen Relationships Strategically

- Create a 'Top 10 Clients' list and commit to weekly contact.
- Ask for feedback — what are they worried about right now?
- Tailor offers or terms for your best clients — reward loyalty.
- If you're pivoting or launching new offers, ask them for early feedback or input.

4. Communication Tips

- Be human — acknowledge that things are tough for everyone.
- Be consistent — send updates even if not much has changed.

- Be generous — helpful advice goes a long way.
- Be confident — don't let fear shape your tone. Clients want calm, capable leadership.

5. Retention Checklist

- ☐ Personally contacted top 10 clients this month
- ☐ Created a short client update or newsletter
- ☐ Asked 3+ clients what they need most right now
- ☐ Delivered one small “surprise and delight” moment
- ☐ Responded to all enquiries within 24 hours