

## The Myth of Repeat Business

By Jeff Mowatt



*Do you have  
repeat customers or  
loyal customers?*

**W**hat's the difference between repeat clients and loyal clients? Answer: Repeat clients do business with you simply because you're convenient or offer lower prices. Loyal clients return time and again because they genuinely like you and your employees. They do business with you because they *want* to. The long-term effects of this simple truth on your salon business can be staggering.

Unfortunately, most people assume business is good because some clients are, indeed, coming back. An example is the local video store I patronize. I'm annoyed that, despite the fact that I go there regularly, the employees treat me like a stranger. The service is poor, but I keep returning because I'm not willing to drive another 15 minutes just to pick up a video. I'd consider myself a repeat client—but

I'm certainly not loyal. The moment a competent competitor opens in my neighborhood, the first store won't lose just some of my business; it'll lose it *all*. And its owner will blame the economy, the competition and even "those turncoat clients."

The good news: With a relatively small amount of training it's easy to create a major boost in client loyalty. The training needs to focus on the three key areas that easily build loyalty and boost sales. None of these skills require you to work harder—just a little smarter.