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How to Build Repeat Clientele

(by AliAsgher Sunelwala)

In an era of hyper competition when price is the most important buying factor, it's very important to have customers that understand the value of your brand and the product quality and service attached to it. Successful entrepreneurs know the value of these customers because these are the customers that buy from the same company year after year. **Repeat customers are a company's biggest source of revenue and profitability!** So how do you build a repeat clientele? Where do you find these customers that are loyal to your company?

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Saifee Signs offers a wide variety of interior signs for your office conference room and lobby areas. We provide these letter and logo signs in a vast variety of materials including **Acrylic, Aluminum, Brass, Bronze, Copper, Iron, Stainless Steel and Formed Plastic.**

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...contd. How to Build Repeat Clientele

So, after all, where do you find these customers? How do you get customers that keep coming back to you, year after year, month after month to buy more and more of your products?

In my experience, if your business has a reasonably good quality product, then it is easy to build repeat clientele by following three simple steps:

a) Stay Connected: You need to keep in contact with your old customers by means of newsletters, promotions or other company communication that lets them know that you are still active in the same business. As the saying goes, "Out of Sight, Out of Mind". If they don't hear from you, they are likely to forget about you.

b) Be Accessible: When customers have made up their mind to buy something, they want quick access to information so they can make the purchase. You should be easily accessible to them at this point, so that you can answer any questions they have about your product quality, delivery times and pricing

c) Be Consistent: Most customers would like to go back to their old vendor and buy from the same company that they bought from before. They know this company; they liked their product in the past and were happy with their customer service. So, they are already quite motivated to buy from the same company provided that the price is similar to what they paid before. If you keep your product quality, service and pricing consistent, chances are that they would likely buy from you again

To put these three simple points together, think about a customer who has

bought from you before and received a good quality product in a timely manner with good customer service. Now, that customer needs that same product again. ***If you have stayed in touch with them***, they will remember you and contact you. ***If you are accessible***, they will be able to get the relevant information from you. Throughout this process, ***if you have been consistent***, the customer will more than likely come back to you to buy your product.

contd. Reinforce Your Brand with Dimensional Signs

Dimensional signs are a powerful way to Reinforce your brand. Whether they are on a building's facade, an exterior monument sign or the wall of a reception area, these signs provide a truly unique opportunity to create a look that stands out.

Dimensional signs are used both indoors and outdoors. They are available in various sizes, thicknesses and custom colors to match your logo and the interior or exterior decor of your facility. Common applications include:



- a) ***Interior Reception Area / Lobby Signage***
- b) ***Exterior Wall / Monument Signs***
- c) ***Building Identification Name and Address Numbers***
- d) ***Retail department identification and signage***

Ordering Procedure

The process for ordering Dimensional Signs is very easy. In most cases, customers email us their logo and ask us to price the sign for 4 ft to 6 ft in width. An estimate is provided to customer within a day or two. If the customer requests, we arrange a site visit and provide on-site consultation to customers to help them decide on the size and the exact material and finish. We carry more than 45 standard color. In addition, custom PMS matched pantone colors are available to match with customer's logo.

Delivery & Installation

Saifee Signs also provides installation of letters and logos in Houston, Austin and surrounding cities. Most signs are stud mounted. ***Stud Mount***



installations make the letters standoff from the wall. In comparison to flush mounted letters most of our customers prefer this method, because the letters casts a nice shadow on the wall.

Since precise installation of dimensional signage is important and requires careful measurements at your location, most customers also use our professional services for installation.

Shipping

In case of out of state customers, we ship signs throughout the U.S. and

also offer professional installations through our affiliate network of installers.

Call us today for a free consultation at **713-263-9900**.

**Vehicle Wraps | Interior Letters & Logos | Tradeshow Graphics
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