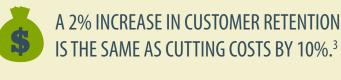


Retaining current customers costs 6-7x less than acquiring new ones,1 and improving customer retention rates by a mere 5% can increase profit per customer by 25-95%.² So it makes sense that top companies focus on building relationships, increasing loyalty, and selling more to current customers as a growth strategy. Use the following 10 steps to replicate their successes.

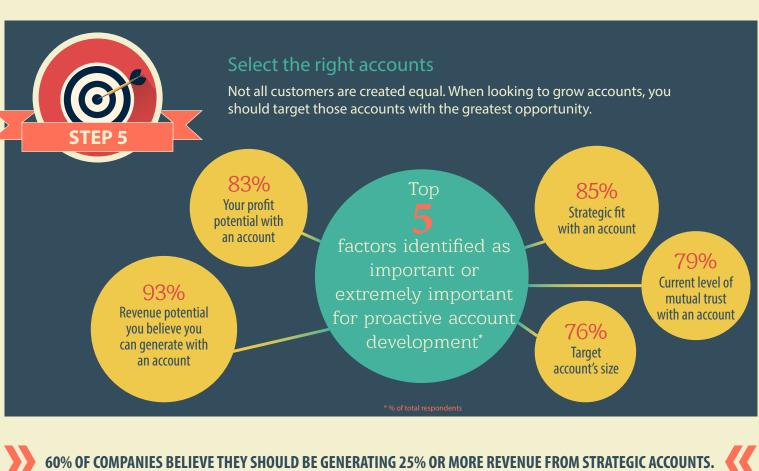






















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Sources Unless otherwise noted, the research in this infographic comes from RAIN Group's Benchmark Report on High Performance in Strategic Account Management, which you can learn more about here: http://www.raingroup.com/sambenchmark 1 Christopher W. Hart, James L. Heskett and W. Earl Sasser, Jr, "The Profitable Art of Service Recovery," Harvard Business Review 68, no. 4 (1990),

² Frederick F. Reichheld and Thomas Teal, The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value (Boston: Harvard Business ³ Emmett C. Murphy and Mark A. Murphy, Leading on the Edge of Chaos (New Jersey: Prentice Hall Press, 2002).

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⁴ Paul W. Farris et al., Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (New Jersey: Pearson Education, 2010).