

## **Customer Loyalty Essential to Sales Momentum through Year End**

By Vincent Scire, vice president of Greater Philadelphia, Xerox

The final months of a year present a particularly busy time for sales professionals as they strive to meet year end targets while building the 2010 pipeline. Sales professionals often can't help but focus on the short term this time of year – but keeping an eye on the big picture is as simple as maintaining customer satisfaction and loyalty.

It is a well known business fact that it is easier and less expensive to keep a happy customer than it is to recruit a new one. According to Mark Bishop, president of [whatbuyerswant.net](http://whatbuyerswant.net), buyers look for sellers who make a genuine commitment to post-sale support and service quality. Sellers can make sincerity clear by demonstrating an interest in the buying organization, understanding of the buyer's internal organizational stressors, and overall respect and trustworthy qualities.<sup>1</sup>

What this boils down to is people skills. A good sales professional can confidently explain the benefits of the solutions they're offering, but a great sales professional is also a well-trained listener and is responsive and available for consultation. Staying in close contact and watching for changes within the customer's organization will allow them to help the customer become more successful over the long term – and success for the buyer translates to success for the seller.

Xerox's sales team recognizes the value customer loyalty brings. In between holiday shopping and wrapping up 2009, we will make it a priority to connect with our customers and understand what they expect to be facing in 2010. This long-term focus will prepare us to support our customers all year.

---

<sup>1</sup> Sales & Marketing Management, "[Actions Speak Louder Than Words in B2B Sales](#)," Mark Bishop, Oct. 21, 2009