

Writing for a freelance writing firm, based on using CRM for sales...

TITLE – "Why the First Sale Is Just the Beginning: Maximizing Customer Lifetime Value"

"Here comes the bride..."

You and your spouse have been courting perhaps for quite some time. And now you've walked down the aisle and officially tied that knot. A sale.

Guests throw the rice or bird seed or whatever is good for the climate these days. Cut the cake, eat it too.

And then you head off to parts unknown, leaving your new spouse wondering what they just got themselves into.

You made the (wedding) sale – and now the game is over?

If so your new spouse may head for Divorce Court as fast as you can say Judge Judy. Did you get that pre-nup?

There's a fancy word for ending things that quick – annulment. And that fits in business as well as in matrimony.

Regular contact after the sale is key

Like a good marriage, you want a long term relationship with your new customer. And much of the work of a sale happens AFTER the vows are exchanged. If you're married you KNOW what we mean.

Ignore your new mate as soon as you sign them – and the annulment isn't far behind, the mate never to be recaptured.

Yet many businesses focus most of their energy and content on just acquiring new leads and customers. Wrong move. Post-sale engagement is even more important than the courtship.

How to do that easily? CRM is the answer

Here's where your CRM setup runs to your rescue like the neighborhood florist.

Take the time to gather and input that data – likes, dislikes, buying trends, what is the customer paying attention to? Yes, even birthdays, kids, any good info you can glean without being pushy.

Keep the sweet talking going after you've left the church or JP. Your customer wants to know that they are still valued and not just a trophy.

Which is more difficult – landing a new customer or keeping them? Getting someone to say "I do" is perhaps five times more expensive than still loving them after the joining.

That means keeping your customer happy takes much less time and treasure and it's also far more cost effective. Lose them because of neglect and you'll be chasing them again – at five times that cost.

Want even more money? Who doesn't want that?

Then there's upselling – you want your betrothed to keep on buying, upgrading, letting you know how wonderful you are. Once you've made the initial sale it's a lot easier to get them wanting more – if you give them the attention.

An example? Booking.com excels because after that booking is made, their CRM follows up regularly with emailed suggestions on sights to see, places to eat, ways to get around, and specials where they're staying.

Gather the data, plug it in, and your CRM setup does the rest to make you look like the dreamboat that no spouse would ever think of leaving. They'll buy even more AND tell all of their friends.

Time to get started, here's how

Don't have that CRM setup? [Time to change that \(link here\)](#), find out more on how XXX (CRM company) can extend that new marriage for many years to come. It's like buying the ring that you want them to wear forever.

But your strange dance moves at the reception? That on you...

META Description: What to do after a sale is as important as the sale itself. Keep that customer happy long after they join you.

Social media post: Businesses work hard for the sale – and then many ignore the relationship after. Good CRM use keeps the wedding bells ringing for years to come. See what we mean...

Email/lead hook: You spent a ton of time and money on the dates, the ring, the wedding venue – and then after the nuptials you ignored your new spouse?

No wonder Divorce Court is so popular. And if you run your sales efforts that way, your new customers will feel the same.

Instead of buyer's remorse, use CRM effectively to keep them happy and always coming back for more...