

# Attracting and Maintaining Clients—Efficiently

5 ways to draw in and keep clients

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This article is the third in a series of four to help build efficiency in your practice. Watch for the final article next month, dealing with efficient processes for maintaining inventory and financial records.

**“This would be a great place to work, if it weren’t for the clients!”** I heard a veterinary staff person utter just those words. She was kidding, of course, but when I responded, “Oh?” she went on to say, “I love the animals, but the clients can sometimes be trying—and they take my time away from caring for their pets.”

Clients—getting them and keeping them—are time-consuming.

A plethora of words have been written on marketing your hospital to gain market share, but it is usually believed that it is more efficient to focus on maintaining the clients that you have. For over 20 years, a statement made by Ron Zemke<sup>1</sup> that “it costs five times more to attract a new customer than it does to keep one” has been quoted and requested. There isn’t any hard research to justify this statement, but you probably know that it is your loyal clients who spend more and who refer additional clients.

Here are five strategies to build and maintain loyal clients—efficiently.



It’s not unlike what draws people to the Ritz-Carlton or Nordstrom or Virgin Airlines—all businesses known for their customer service.