

The Cost Of ONE Lost Customer:

1. What is your average customer sale? _____
2. How many times a year does your average customer come to your store to buy? _____
3. Multiply the amount in #1 times the amount in #2 to find what your average customer spends in one year in your store: _____
4. How many years is your customer potentially your customer? _____
5. Multiply the amount in #3 by the amount in #4 to calculate the lifetime sales of your average customer: _____
6. If your customer tells 10 other people about a bad experience in your store and these 10 decide not to shop with you, and each represents the average worth of a customer to your store, what's the potential cost of these 10 lost customers? (hint: 10 times amount in # 5) _____
7. Now, add line #5 to line #6 – this is the Cost Of One Lost Customer! _____

Only one in ten customers will take the time or make an effort to complain. If you attempt to resolve a customer complaint, over 80% will give you another chance!