

THE COST OF **ONE** LOST CUSTOMER:

1. How much is your average customer sale? _____
2. How many times a year does your average customer make a purchase from your business? _____
3. Multiply the amount in No. 1 by the amount in No. 2 to find how much your average customer spends in one year in your store. _____
4. How many years is that customer potentially your customer? _____
5. Multiply the answer in No. 3 by the answer in No. 4 to calculate the lost lifetime sales of this average customer. _____
6. If your customer tells 10 other people about a bad experience in your store, and those 10 people decide not to shop with you, and each represents the average worth of a customer to your store, what is the potential cost of those lost customers? (Hint: 10 times the amount in No. 5.) _____
7. Now, add line 5 to line 6.
This is the cost of one lost customer! _____

Only **ONE IN TEN** customers in your store will take the time, or make an effort to complain. Yet, if you attempt to resolve a customer complaint, over 80% will give you another chance. So, watch for “frowns” as customers leave your store and find out what is wrong!