



DEAN MASON & COMPANY INC  
CHARTERED ACCOUNTANTS

# DMC Newsletter

September/October  
2012

*Initiatives Prince George is excited to introduce the sixth in a series of Sector Showcases designed to highlight organizations within a specific sector of the Prince George economy. This month's featured sector is professional services and DMC is the featured business in the August 2012 edition of Initiatives Prince George Economic Development Corporation's "On the Move" newsletter and Economic Update report. View the article online at: <http://www.initiativespg.com>*

## Make the most of our short summers

September means that summer is over, so it's back-to-school, and back-to-the-grind routines. Making the most of the September weekends may be necessary to maximize your summer.

If the September calendar is already filled with commitments the back-to-school season brings, then add a touch of summer to each day.

A walk after work, a barbecued dinner, fresh-cut flowers on the table, and keeping the top down on the convertible for as long as possible will help keep you in a relaxed, summer frame of mind.

Spending time cataloguing all the great photos and souvenirs you collected through summer is another way to extend the great times of the summer months that went by in a blink.



Thank you for helping DMC reach our 25<sup>th</sup> Anniversary! We value your patronage and appreciate your confidence in us. Counting you among our customers is something for which we are especially grateful.



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*Congratulations Matt Brown  
on being nominated as one of  
Prince George's Top 40 under 40!*

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**What We Can Do For You Is Just Smart Business**

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## Reactivating Lost Clients

Save time, money and energy easily by choosing to put your focus towards reactivating old clients instead of rushing full-speed ahead into a brand new marketing campaign.

While it is important to be consistently attracting new business, your 'old dogs' don't need to be taught new tricks. By simply reminding them of why they chose you in the first place, you may be on your way to picking up an easy sale.

To pull old clients back into your business, take a look at your attrition levels. What percentage of clients have you been losing per year? You want to examine and separate the lost clients into categories, best describing their reasons for leaving. They will usually fall into one of three categories:

1. An interruption (personal, health, cash flow, etc.) caused them to cease being a patron of your services. With every intention to come back, they simply have not.
2. They were unsatisfied with the product or services you were offering.
3. They had a poor customer experience the first time around.

Once you have researched their reasons for leaving, come up with strategies to ensure this does not happen again.

Once you have actively made changes addressing these issues, you can contact these old clients, and let them know about your recent upgrades and your plan for preventing future dissatisfaction.

***"Your client list is your security. Call. Visit. Send a letter."***

Work with solid and concrete examples of how your service has changed. Do not be afraid to address the problems they cited for their departure and be direct about how you have integrated solutions.

Reaching out to clients who have simply fallen off the radar may be more time consuming, but it can also be quite simple. When you contact these lost clients, start with a concerned and empathetic approach. Always ask how they are and what might have stopped them from coming back.

Return to the basics and embrace the power of basic human communication. By simply showing concern for a lost customer, you may save yourself the cost of high attrition levels.

Set up preferred customer programs and 'unique' special offers to entice inactive clients back into the fold. This small loyalty recognition can go a long way.

Small businesses bear a heavier burden than the big boys. Your client list is your security and money and time should always be put aside to ensure your client list is not weighed down with inactive clients.



### TECHNOLOGY CAN'T COMPETE WITH THE PERSONAL TOUCH

Despite modern technology allowing us to participate in video teleconferencing the fact remains that we develop better relationships by maintaining the personal touch. Our physiological makeup places great importance on allowing our senses to form an opinion of our surroundings and, perhaps most importantly, of the people we meet. Use technology to complement those face to face meetings, not as a cost-saving means of replacing them.