

JON SHATFORD BUSINESS SUPPORT SERVICES NEWSLETTER



'LOOKING AFTER THE BOOKS SO YOU CAN GET ON WITH THE PARTS OF YOUR BUSINESS YOU LOVE.'

KEEPING YOUR CUSTOMERS HAPPY

By prioritizing customer service and retention, small businesses can not only satisfy their existing customers but also attract new ones through positive word-of-mouth and reputation building. This can ultimately lead to long-term success and sustainability.

- Know your customers: Understand what they want and need.
- Talk clearly: Be friendly and responsive when you communicate.
- Make them feel special: Personalize their experience and show appreciation.
- Fix problems fast: Respond quickly and find solutions to any issues.
- Be Consistent: Keep the quality of your service the same every time.
- Reward Loyalty: Give perks to customers who keep coming back.
- Ask for feedback: Find out how you can do better.
- Stay in touch: Keep them updated and check in to see how they're doing

Overall, valuing customers is not just about making sales—it's about building relationships, fostering loyalty, and creating positive experiences that keep customers coming back and fuel the growth of your business.

EARTH DAY

Earth Day is an annual event celebrated around the world on April 22nd to demonstrate support for

environmental protection. It's a day when people come together to raise awareness about environmental issues and take action to help preserve and protect our planet. The theme for Earth Day 2024 was 'Planet vs Plastics' a commitment to call for the end of plastics "for the sake of human and planetary health." The theme's proposed goal is to reduce the production of plastics by 60% in 2040 and ultimately build a plastic-free future.



EARTH DAY

APRIL 22



Jon Shatford
Business Support Services

MAY THE 4TH BE WITH YOU!

One of Jon's favourite calendar dates approaches...

May 4th is an ordinary day in the calendar, but for fans of the Star Wars franchise, it holds special significance as "Star Wars Day." In line with previous years, Jon will most likely celebrate by annoying the staff with various puns and Star Wars quotes.

May the Fourth be with you!



Jon Shatford
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SCOTLAND

Jon's triumphant return from his last trip to Scotland marks yet another milestone in the company's expansion. Over the past year, he's not just visited clients; he's established a robust presence in Scotland's business landscape. From the bustling city of Aberdeen to the picturesque towns of Fraserburgh and Grantown-on-Spey, Jon's efforts have cultivated a flourishing client base in these diverse locales.

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