

## Business Calendars: The Key to Curbing Customer Attrition

On average, the companies' rate of customer attrition per year is 25%. With this percentage, you are likely to lose ¼ of your existing clients annually, a very daunting figure especially if you consider the fact that it will cost you 7 time more to acquire a new customer than to service an existing one. And with these facts, it is not surprising if you ever considered putting posters all over your clients' offices as a constant reminder of your business. This may seem to be a foolish strategy (more on your clients side if ever they accepted your offer) but something that will surely work if successfully pulled out. Just imagine having your logo and ad shown during the time and place your customer is making a decision to purchase. Can your ad get a more quality exposure than that?

Probably not.

Is there a way to convince your customers not only allow you but actually do the honors of decorating their offices with posters and table tents advertising your products and services?

Aside from using a pinch of smooth talking and a ton of luck, yes, there is actually a way to achieve this. How, you may ask?

Through the use of business calendars.

When you distribute a business calendar, you are assured that your customers will accept and post it because you will rarely find a person who does not use this promotional item. And for a business calendar, you can expect that your client will glance at your giveaway, and more importantly, at your logo, at least once a day since knowing what day it is is an information that majority of the populace is curious of since the day civilization started using the ancient civil calendar known as the Annus Vagus.

And amongst all promotional items, a business calendar has the best surface to accommodate not just your logo and contact info, but even a number of your product shots and specifications making it the next best thing to (sometimes even better than) posters. And last but not the least, once you give your clients a business calendar during the start of the year, you can expect them to keep it for the rest of the year, again maximizing your logo exposure and ROI.

Visit [www.OneStopPromos.com](http://www.OneStopPromos.com) for more promotional products that can help you lower your business' customer attrition rate.

