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# THE SBRA COMMUNITY GUEST RETENTION – BASED ON WHAT YOU DO OR DON'T DO



**By Gary Seibert, CEO,  
Small Business Resource Association**

The keys to Guest Retention are transparency, authenticity, accountability, “great” service not “good” service, customer awareness, consistency among staff, willingness to go beyond what is expected, hiring the right people, being creative, making guest feel special, providing a fun, safe and happy environment, loyalty, outrageous experience, engagement, trust, understanding your guests needs and whatever else you want to throw into the mix to give the guest an experience like no other.

Repeat business is not only important, it is necessary for many businesses to survive. As the inventory of **NEW GUESTS** (customers) diminishes while the retention of old guests declines, the end result is obvious—not enough business to pay the bills and eventually, closure.

Take a hard look at your surrounding community and how many businesses are no longer there. Some were around for decades and some for less than a year. Regardless of how long the closures were in business, they all failed to pay attention to the real needs of their customers.

The first paragraph looks like a lot of hard work, and for many it may be. However, it’s what successful owners do in order to grow and sustain their businesses.

Here are some incredible quotes that reinforce the above. How many of these are you doing?

1. “Customer satisfaction is worthless (satisfactory) but Guest loyalty is priceless.” – Jeffrey Gitomer
2. “Do what you do so well that they will want to experience it again and bring their friends.” – Walt Disney
3. “The more you engage with your guest the clearer things become and the easier it is to determine what you should be doing.” – John Russell
4. “Have you ever thought of the difference it could make if you focused on guest retention as your primary way of measuring and maintaining your customer base?” – Fred Reichheld
5. “Your customer does not care how much you know until they know how much you care.” – Damon Richards
6. “You don’t earn loyalty in a day. You earn loyalty day-by-day.” – Jeffrey Gitomer
7. “Repeat business or behavior can be bribed. Loyalty has to be earned.” – Janet Robinson
8. “If you’re not serving the customer, your job is to be serving the one who is.” – Unknown
9. “Satisfaction is a rating whereas loyalty is a Brand.” – Shep Hyken
10. “The ultimate goal of providing great Guest services is to know and understand the guest so well that your products and services fit them so well that they sell themselves.” – Unknown



Take the list in paragraph one, along with the quotes, and highlight every one of these items you are currently doing. Then, take all the rest and figure out what you need to do in order to become greater than great in the eyes of your guests. By doing this, old guests (retained guests), will bring new guests and together your business will turn from surviving to thriving.



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## WHY OFFERING EMPLOYEE BENEFITS IS ADVANTAGEOUS TO YOUR BUSINESS



By Todd Klinger,  
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In today's competitive job market, attracting and retaining top talent is crucial for business success. While salary remains a significant factor, offering comprehensive employee benefits has become increasingly important for organizations looking to stand out. Employee benefits go beyond the paycheck, helping to create a more motivated, engaged, and loyal workforce. Here's why offering employee benefits is not just a perk, but a strategic advantage to your business.

### 1. Attracting Top Talent

When job seekers are evaluating potential employers, salary is only one piece of the puzzle. Comprehensive employee benefits packages can set your company apart from competitors. Offering benefits like health insurance, retirement plans, ancillary plans, and wellness programs can make your business more attractive to high-quality candidates. Top-tier talent often looks for more than just a paycheck—they seek jobs that offer security and work-life balance. By offering competitive benefits, your company can entice skilled professionals who are looking for more than just financial compensation.

### 2. Improved Employee Retention

Employee turnover is costly for businesses, not only in terms of recruitment but also in training new employees and lost productivity. One of the most effective ways to increase employee retention is through robust benefits packages. When employees feel valued and supported, they are more likely to remain loyal to the company. Benefits such as health coverage, retirement plans, and ancillary plans contribute to a sense of financial security, making employees less likely to leave for a competitor. Additionally, programs that focus on professional development and career growth foster a long-term commitment.

### 3. Boosting Employee Morale and Productivity

Employee benefits help improve job satisfaction, leading to higher morale and motivation. When employees feel that their health, well-being, and personal needs are being considered, they are

more likely to be engaged in their work. For instance, wellness programs and mental health support services can reduce stress and burnout, allowing employees to perform at their best. Additionally, offering flexible work schedules or remote work options can create a better work-life balance, leading to higher productivity. Happy employees are more committed, which translates directly into improved business outcomes.

### 4. Cost Savings and Tax Benefits

While offering benefits may seem like an additional expense, many of them come with tax advantages for your business. For example, contributions to employee retirement plans are often tax-deductible, reducing your company's overall taxable income. Health insurance premiums can also be deducted as a business expense. Moreover, certain employee benefits, such as Health Savings Accounts (HSAs) or Flexible Spending Accounts (FSAs), can help reduce payroll taxes.

By offering benefits in a strategic way, you can take advantage of these financial incentives while still providing valuable support to your employees.

### 5. Fostering a Positive Company Culture

A strong benefits package signals to employees that the company cares about their well-being, which fosters a positive, inclusive, and supportive culture. When employees feel supported, they are more likely to contribute to a collaborative and high-performing environment. A positive workplace culture can have a ripple effect, improving employee engagement, morale, and overall job satisfaction. This, in turn, boosts your business's reputation and helps you build a brand that attracts both clients and top talent.

Incorporating employee benefits into your business model is not just a strategy to stay competitive in the job market—it's an investment in your workforce. By offering attractive benefits, you improve employee satisfaction, retention, and productivity, all of which directly contribute to the success of your business. Beyond the financial perks, employee benefits build a strong, loyal, and engaged team that can drive long-term growth and success. In today's business landscape, offering benefits is no longer just a good idea—it's a smart business decision.

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