



## The importance of

# REGULAR CLIENTELE

In times where our industry is no longer recession proof, the value of regular clientele is now more important than ever. In my opinion returning customers are the bread and butter of the sex industry as they can represent guaranteed income in an industry which in most cases has none.

We have all heard the stories of the good old days where the clients were less fussy of whom they wanted to stay with and when they visited the parlour, it was assured they would stay. Unlike today where the clientele seem to be far more choosy about whom they want to stay with and there appears to be higher number of groups of men travelling to numerous brothels just to have a perv, with what seems to be no intention of booking.

Our industry has changed so we must adapt to continue making this industry work for us. Every new client is an opportunity to build a rapport with and turn them into a regular client for you. It makes good business sense to build a foundation of regular clientele rather than having

to continually get bookings from intros only. Repeat business can ensure that you are busier in slow economic times.

Another great result about having happy clients is word of mouth, they will literally recommend you and the service you provide to friends and work mates. They are giving the best form of advertisement there is and all for free.

Keeping a regular customer involves building a client / worker relationship, of course this type of relationship is challenging as it involves maintaining professional boundaries, such as no outside contact, yet has aspects of intimacy. Different clients will have diverse needs and the connection between you and them will be on a case by case basis. Treat the client as an individual person and not just a dollar sign and the results will show.

*By Alicia*