

Program Topics

- Beyond Customer Service—Creating Customer Loyalty
- Creating & Measuring Customer Loyalty
- Effectively Managing Stress & Impulses
- Goal Accomplishment for Success
- Always Creating a Powerful Connection

Program Deliverables

- Customer Loyalty Text Book
- Customer Loyalty Action Plan Book
- Customer Loyalty Audio CD Series
- Personal Vision Development
- Crystallizing Professional & Personal Goals
- Concept Application Through Goal Setting
- Communication Assessment
- Phone/Email Consultation
- Measurable Results

To register or additional info, contact:

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The Leader Within

Customer Loyalty

Beyond Customer Service



Three Opportunities, Three Formats

Five Week Seminar Begins February 13, 2008

Five Week Webinar Begins March 11, 2008

1 1/2 Day Training Session April 24—25, 2008

Customer Loyalty

Developing Loyal Customers—not just satisfying your Customers' needs—is the critical difference in creating sustainable organizational success. Customer Loyalty should be the outcome of every Customer interaction. Creating unique points of connection for every Customer should be the goal. **Customer Loyalty is a powerful competitive advantage.**

Value of Loyal Customers:

- They always return,
- They brag about your organization providing word of mouth advertising,
- They are willing to pay more for your products or services, and
- When there is a mistake loyal Customers are more forgiving.

Beyond Customer Service

Research tells us that the only way to create Customer Loyalty is through a positive emotional connection. When people are not treated according to their expectations, they will take their business elsewhere. What's more, they will relay their bad experience to 10 or more people.

The question then becomes not whether to improve your organization's service standard, but how. Excellence in Customer service pays off dramatically to the bottom line in every industry.

Customer Loyalty

Development Process

Through this Customer Loyalty Development Process, participants will assess their ability to understand and manage their emotions, recognize the emotions of others, and develop the ability to manage relationships with Customers and peers effectively.

Participants will also assess the Connection Points in the Customer interaction process and learn how to turn those Connection Points into positive outcomes for their Customers.

They will also assess their communication styles, attitudes, goal setting techniques, and develop a plan of action that will increase their skill level to connect emotionally positive to Customers.

Critical Issues Covered within this Customer Loyalty Development Process

- What do Customers really want?
- The value of Customer Loyalty versus Customer Satisfaction .
- The Role of Empathy and Effective Listening.
- Identifying Critical "Connection Points" in the Customer Interaction.
- Developing Trust with the Customer.
- Managing Emotions in the Customer Experience.
- Effectively Managing Stress and Impulses.
- Developing Goals for Positive Behavioral Change.
- Creating a Positive Connection with the Customer

Results are Measurable

- Customer Loyalty
- New Customer Growth
- Loyal Satisfied Customers
- Decreased Customer Complaints
- Increased Sales
- Satisfied Employees
- Improved Profitability
- Customer Referrals
- Loyal and Focus Staff

What is the lifetime value of one customer to your organization? \$10? \$100? \$1,000? \$10,000. How many customers would you have to retain for this course to pay for itself? If you lose one customer, how much does it cost to replace them?

Two Opportunities

Seminar— 5 Weekly Sessions:

Wednesday, February 13—March 12
8:30 a.m.—11:30 a.m.
At 745 Carlisle Street, Jackson, MS

Webinar — 5 Weekly Sessions:

Tuesday, March 11—April 8, 2008
3:00 p.m.—6:00 p.m.
Internet Connection

Workshop— 1 1/2 Day Training Session

April 24, 2008 - 1:00 p.m.—4:30 p.m.
April 25, 2008 - 8:30 a.m.—4:30 p.m.
At 745 Carlisle Street, Jackson, MS

Tuition: \$549.00 per participant;

groups of 5 or more, \$495.00 each

Pre-registration required to secure space and materials.