

Developing Customers for Life

Think About the Customer Before Yourself

Program Highlights:

There are companies thriving by providing excellent customer service. Those companies see huge value in developing customers for life because they know the cost to acquire a new customer versus keeping an existing customer is huge. This course will benchmark what companies (both big and small) are doing to provide service worthy of having customers for life. From determining quickly the value of a customer you keep for life to reviewing how you can implement great policies and procedures to keep that same customer, this course will help you launch your service skills to the next level.

Who Should Attend:

Our training program benefits all levels of customer service employees who interact with internal and external customers.



Benefits:

- Adapt the knowledge from Customer Service superstars like Southwest and Chick-Fil-A to your own business
- Learn how to leverage action in your service



Stand Out!

Course Outline

	DESCRIPTION
UNIT 1: Value of Existing Customer	<ul style="list-style-type: none"> • Discuss how much it costs to acquire a new customer • Discuss amount of increased profits that can come from boosting customer retention rates • Determine the value of your customer for life
UNIT 2: Skip to the Customer	<ul style="list-style-type: none"> • Chick Fil A example • What does skipping to the customer look like in your industry
UNIT 3: Convert Negative Phrases	<ul style="list-style-type: none"> • Positive versus negative phrases • How to convert negatives into positives • True examples
UNIT 4: Check Your Business Rhythm	<ul style="list-style-type: none"> • Jack Welch, Former CEO GE, example • Dan Cathy, President of Chick-Fil-A, example
UNIT 5: Policies	<ul style="list-style-type: none"> • Reveal how your own policies impact your customers? • Airline examples
UNIT 6: Maximize Each Generation	<ul style="list-style-type: none"> • Traditionalist • Baby Boomer • Generation X • Millennial • Generation exercise
UNIT 7: Avoid the Customer Service Killer	<ul style="list-style-type: none"> • Avoid the deer • Who are your Maria Garcia's • Reward your best people
UNIT 7: Benchmark	<ul style="list-style-type: none"> • Southwest Mission • Discuss key video takeaways • Ask instead of tell • You will be mimicked • The Advantage by Patrick Lencioni • Laugh • Be a proponent