

Retaining Customers For Life - 1 Day

The Art of Keeping Customers Through Retention

Course Description: This one-day course teaches participants skills for bonding with their customers and creating strategies for staying involved with them. This seminar touches on customer acquisition, customer value, and customer services as some of the foundational processes which must be high functioning. This course also includes creative ways to keep communication and be in touch with each customer.

Course Objectives:

- Analyze the effectiveness of processes each customer will be exposed to when buying
- Brainstorm policies and procedures which need adjusting
- Analyze the impact retaining customers will have on your bottom line
- Discuss ways we lose our customers
- Identify the total revenue the average customer spends with our organization
- Analyze the savings if we keep an additional 10% of our customers
- Chart the present sales cycle our customers follow to do business with us
- Formulate a description of the perfect customer or target prospect
- Brainstorm reasons customers stop doing business with organizations
- Analyze what your competition does to retain their customer base
- Identify your unique value proposition and why customers do business with you
- Develop a list of ways to reconnect with your past customers
- Compare communication systems that work well while involving your customers
- Formulate a strategy to build relationships with your customers continually
- Define breakdowns with the internal communication between departments or divisions
- Analyze the core competencies your sales team needs for acquiring the customer
- Discuss why there is more focus on acquiring the customer rather than keeping the customer
- Brainstorm the creation of a customer reward program