

CUSTOMER LOYALTY

Who said “loyalty is dead” and “price is the only determination” of whether a customer buys? Learn what is perceived as important by customers and how to increase satisfaction to build value and increase customer loyalty to make your customer your best sales force. The greatest value to a business is loyal customers, because it will build an endearing relationship and create true success.



Ideal Audience:

- **Top Executives**
- **Business Owners**
- **Managers**

**Call Outlaw Group, Inc. at 800.347.9361
for more information about this program**

Highlights of this program include:

- Learning how to define what customers really want
- Differentiating customers to build value and increase margins
- Ways to determine each customer’s unique needs
- Identifying the best approach to define Critical Service Factors
- Using the Outlaw Value Model to define strategy
- Your focus on price, product, service, or needs determines positioning
- The role of price in the customer’s decision
- Ways to convert cost decisions to value decisions
- The dangers of competing on price
- Developing your “customer loyalty strategy”
- Understanding how customers define performance in Critical Service Factors
- How to build your value and get the customer to qualify it
- Identifying the key “touch points” with customers
- Understanding the customer’s perception of the current level of service
- Developing an attitude of gradual, continuous, total improvement
- Ways of creating and monitoring your benchmarks
- Using Key Result Areas (KRA’s) to measure service improvement
- Always delivering more than a customer expects

[Contact Us](#) concerning this program