

Customer Loyalty

Loyal customers are the most important asset of any company - more important than land, patents, equipment, or buildings. While finding new customers is often expensive, time-consuming, and ultimately unprofitable, retaining old customers is surprisingly easy and "highly profitable". Companies with a loyal customer base enjoy greater profitability in good economic times and can depend on their loyal customers to help them survive difficult ones. So learning how to retain customers is far more important and profitable than chasing new ones.

→ Course Benefits

You will:

- o Be able to build lasting relationships with your customers
- o Be able to service your customers better
- o Be able to communicate more effectively with your customers

→ Course Duration

7 hours

→ Course Outline

- Greet Customers in a Winning Way
- Build Relationships, One Step at a Time
- Determine a Customer's Needs
- Keep the Lines of Communication Open
- Fit the Products to the Customer
- Offer Alternatives

→ Certification

Certificate of achievement will be awarded upon completion of assessment.

→ Who Should Attend

Working professionals from the service industry.



For more information, please contact: