

Bodine Balasco *presents*

Programs to Enhance Your Success in today's competitive & changing Marketplace

Capturing the Heart of Your Customer

Creating Business Growth by Creating Customer Loyalty

To gain a competitive advantage in today's marketplace, we must drive our behavior with a broader definition of *service excellence*. We must raise our sights and focus on *creating customer loyalty*. A satisfied customer belongs to anyone, a loyal customer belongs to you.

To succeed in the 21st Century *customer retention* is critically important, and customer retention is a measurement of customer loyalty. It's based on *creating customer value* and *strengthening the customer relationship* with each and every customer contact.

Our values drive our behavior, and in this presentation Bodine will share...

- the *four core values* and *five core behaviors* for *creating customer loyalty*.

This information will not only inspire your group, it will give your staff members *new awareness and new tools* that will immediately enhance their positive impact with their customers.

Creating a Culture of Customer Focus

We must realize, once and for all, it's not about great performance. ***It's about great performance from the customer's perspective***. The creation of customer loyalty must be driven by an effort to learn -- and continually re-learn! -- what our customers value, to determine what they like and what they dislike, and then communicate this awareness to everyone in the organization. This continually updated knowledge of "*what our customers truly value*" is then used to shape all of our procedures, inform all of our decisions, and drive all of our behavior... and hold people accountable for increasing customer loyalty. This builds a customer focus into the structure of the enterprise itself.

This feedback process ***must be greatly simplified***, however, to be effective. The ***latest research in this area*** tells us how to do this in a remarkable way. Bodine will share this with your group.

- the most ***important principle of customer focus***, and
- the ***one question you must ask*** -- and how to ask it -- that allows you to ***accurately measure your level of customer loyalty***, allowing you to hold everyone accountable for increasing this most important factor in your business success.

In today's competitive marketplace this information is critical to your company's success. Bodine communicates this important information with a humorous and entertaining showmanship that makes it unforgettable, and makes learning exciting and fun. Managers report positive behavioral change in their staff members after they experience this presentation with Bodine.

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