



## College of Customer Loyalty

*Skill Finders Guide: Tell us what you want to learn.*

### Turning suspects into Qualified Prospects

- Who to target
  - Uncovering your “natural” target market
  - Targeting loyalty-prone customers
  - Steps to effective targeting
  - Other skills:
  
- How to Effectively Position Your Products and Services
  - Building a Worth-It Proposition That Sells Your Brand At Prices Higher Than Your Competition
  - Exposing the information gaps and grey areas surrounding your brand’s current positioning
  - Other skills:
  
- Identifying High-Potential Prospects
  - How to’s for contacting the suspect
  - When the suspect contacts you—what to do
  - How to qualify a suspect
  - Other skills:

## **Turning qualified prospects into First Time Buyers**

- Getting prospective buyers to trust you
- Becoming a great listener
- Identify your customer's buying cycle
- Uncovering your prospect's hidden needs
- Planning your return call before the first call
- Ending every sales call for maximum effect
- Learning from your lost sale
- Other skills:

## **Turning First-Time Buyers into Repeat Customers**

- Nurturing the trust of first-time buyers
- Acing Your Buyer's Worth-It Test At Each Stage of the Repeat Purchase Cycle
- Uncovering the reasons first-time buyers do not return and removing these obstacles
- Using your customer's order management process to deliver a 'wow' customer experience
- Proven tools that encourage first time customers to return
- Other skill

## **Turning Repeat Customers into Loyal Clients**

- Identifying your best customers and what makes them buy
- Improving every account's "loyalty condition" and ROI
- Insulating your best customers from competitive poaching
- Making top spenders a big priority
- Building reward programs that deliver
- Establishing barriers to exit around your customers
- Other skills:

## **Turning Loyal Clients into Advocates**

- Factors that feed your brand's Word of Mouth and how make the most of them
- Monitoring and gauging your brand's (and your competitors) word-of-mouth
- Making the Best of "Bad" word-of-mouth
- Effective ways to prioritize your brand's Word-of-mouth improvements
- Spotting fresh, new word-of-mouth building opportunities for your brand Ways to stay on top of today's unfolding array of online and offline brand perception makers
- Other skills:

## **Customer Loss: How to Prevent It And What to do When It Strikes**

- Spotting disloyalty triggers in your customer experience delivery and removing them
- Turning customer complaints into loyalty builders
- Knowing the signs that a customer is about to leave
- Learning loads from lost customers
- Proven steps for winning back a lost customer
- Other skills

## **How to Develop a Loyalty-Driven Culture**

- Loyalty metrics ---what to measure and why
- Crafting a loyalty plan that maximizes every customer's ROI
- Leveraging the employees Moments-of-Truth to nurture Passion-to-serve employees
- Uncovering your employees' lifecycle stages and the milestones that matter most at every stage
- Equipping your managers with skills that nurture employees' passion to serve
- Using the Laws of Loyalty to invigorate your company
- Other skills: