

Purposeful Leadership

How to Create Raving Fans

Raving fans are more than “regular customers” – they are near-fanatical believers in your services. They frequently tell others about their experiences and enhance your reputation. This word-of-mouth good will does not happen by accident however. An organization must examine their practices and policies to insure the best possible relationship with their customers. Varying levels of loyalty come from different levels of service. This session will help you confront the truth about the opportunities for treating your customers to the “wow” factor.

PURPOSE:

Make raving fans out of every customer, even when mistakes happen.

LEARNING OBJECTIVES:

- Embrace the behaviors that build bullet-proof loyalty from customers
- Understand and utilize the opportunities for dominating the marketplace in the one business area we are best suited to win.