

# Retaining Customers for Life - 1 Day

## *The Art of Keeping Customers Through Retention*

**Course Description:** This one-day course will teach participants skills for bonding with their customers and creating strategies for staying involved with them. This seminar will touch on customer acquisition, customer value, and customer service as some of the foundational processes which must be high functioning. This course also includes creative ways to keep communication open and be in touch with each customer.

### **Course Objectives:**

#### **Objective 1: Analyze the effectiveness of processes each customer will be exposed to when buying**

- Examine policies and procedures which need adjusting
- Analyze the impact retaining customers will have on your bottom line
- Identify the total revenue the average customer spends with our organization
- Analyze the savings if we keep an additional 10% of our customers
- Construct the present sales cycle your customers follow to do business with you
- Formulate a description of the perfect customer or target prospect
- Analyze the core competencies your sales team needs for acquiring the customer



virtual  
instructor-led

#### **Objective 2: Discuss reasons customers stop doing business with organizations**

- Discuss ways we lose our customers
- Analyze what your competition does to retain their customer base
- Identify your unique value proposition and why customers do business with you
- Discuss why there is more focus on acquiring the customer rather than keeping the customer
- Develop a list of ways to reconnect with your past customers

#### **Objective 3: Compare communication systems that work well while involving your customers**

- Formulate a strategy to build relationships with your customers continually
- Define breakdowns with the internal communication between departments or divisions
- Create a customer reward program