

Capturing the Heart of Your Customer

To gain a competitive advantage in today's marketplace, we must drive our behavior with a broader definition of service excellence. In an era where successful brand building is so important, we must renew our focus on our customer. We must raise our sights and focus on creating customer loyalty. It's not an easy task in a world where the buyer has all the power, but it can be done.

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 & every customer contact.

Beliefs drive behavior, and behavior creates results. In this presentation Bodine will remove the guess work for you by sharing:

- Four core beliefs and five core behaviors for creating customer loyalty.

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

We must realize once and for all, it's not about great performance. It's about great performance from the customer's perspective. Creating customer loyalty must be driven by an effort to learn -- and continually re-learn! -- what our customers value. We must be constantly gathering and collating customer feedback, to determine what they like and what they dislike, and then communicate this awareness to everyone in the organization, all of the time. 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. This builds a customer focus into the very structure of the enterprise itself.

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Energy flows where attention goes, so Bodine will share with your staff...

- The most important principles of customer focus.
- A modern method to involving everyone in creating customer value by gathering & implementing ideas for serving the customer better...
...all based on customer feedback.

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.