

Loyalty

Description

Studies show that most companies lose approximately half of their customers every five years. In our business, there is a tremendous amount of marketing effort and money devoted to the recruitment of new customers. It may even be argued that more time, effort and money is spent acquiring new customers than there is time, effort and money spent holding on to existing customers. Are we simply getting new customers into the front door of our businesses while letting existing customers slip out the back door? How do we stop this vicious cycle? In today's program, Customer Loyalty, Rick Barrera will share some ideas for getting new customers to try your services, but more importantly, he'll show you how to hold on to those new customers and your existing customers for a lifetime.

- Pre-Trial
- Creating Differentiated Offers
- Creating Compelling Offers
- The Loyalty Stage