

Cherishing Customers

*Earning and Maintaining Customer Loyalty
(even in a Down Economy)*

with Author & Franchise Speaker,
Dean Lindsay



In these tough economic times, **Customer service IS** the difference between success and failure in any business.

Dean believes that customers are:

REVENUE, REFERRALS, & REALITY

In Dean's innovative and thought provoking Cherishing Customers program, front line staff, managers, franchisees, master franchisees and home office staff receive professional customer service training that helps committed franchise systems:



- Create customer advocates by genuinely relating to concerns and wildly exceeding expectations
- **Enhance awareness of the importance of responding to customers quickly and effectively**
- Implement strategies that inspire amazing customer loyalty and lead to positive long-term customer relationships
- **Develop an understanding of personal responsibility in responding to customer needs**
- Examine the behavior and desires and dissatisfied customers
- **Communicate to customers that you are on their side**
- Implement various strategies to address customer concerns based on style needs
- **Understand the need to put on the customer's shoes**
- View customer feedback as the most inexpensive, available and useful form of customer market data
- **Understand the power of the customer**