



"Customer Loyalty is making customers love you and keep them coming back and telling everyone they know"
Jeffrey Gitomer

Recommended Read:

Customer Satisfaction is Worthless, Customer Loyalty is Priceless
Jeffrey Gitomer



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Do you love your customers?

If you're taking a few minutes to answer this bold statement you're probably thinking – well, of course I like them and want to treat them well. But do you truly love them? With Valentine's Day upon us stop and think about how you show your customers that you love them and value their business. Would you go to the ends of the earth to deliver your product or service to your customer and not complain about doing so under your breath! If you want your customers to keep coming back, then you have to be **passionate** about what you do and treat them royally.

In order to show love to your customers and have them love you back, you have to demonstrate you truly care about them. Your customers can see right through any phony or fake façade, so focus on being authentic and lead your team to deliver the same loving, authentic service **every time** to **every customer**.

It's a tough job – but if you want to build great customer relationships, you have to treat them like "human" relationships. People will buy from you because they know you, like you and most importantly trust you.

At Teneo, we have the pleasure of working with many teams to develop and cultivate their sales and customer service relationships. Ultimately we help them create a Customer Care Creed that they will proudly post by their telephones and/or computers as a constant reminder of how they want to demonstrate their love for all their customers – not just their favourites. Below is one of my favourite customer care creeds that was proudly created by one of our clients throughout our time with them.

SMILE!

This next call could be your favourite customer
Be Positive, Be Patient
Take the time to Actively Listen
Get to Know them better. Understand their needs.
Suggest other xxxx products
Thank Them

Lisa Leitch

Teneo's Customer Care Program

Learn how to keep your customers coming back for more with your own customized Customer Care Creed.

For more information go to www.teneoreresults.com/wetrain.shtml

Lisa Leitch is a fireball! She provides an energetic, sales program that is customized to our industry with a message that drives results, yet comes from the heart!"

Natalie Townes – Director of Education, ASI Show!