

Are your employees building **customer loyalty** and not just satisfying the customer?

Bringing About Performance Improvement for Individuals, Groups and Corporations

- Customer Loyalty
- Executive Leadership
- Management Skills
- Employee Leadership
- Sales Improvement
- Strategic & Business Planning
- Supervisory Training
- Time Strategies
- America's Rising Stars

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The value of loyal customers is: they always return, they brag about your company, and more.

PerformanceStream is a results-oriented organization dedicated to the improvement of human resources within a corporation.

We specialize in structured processes for business working closely with members of management to create a customized improvement process to fit their unique needs.

In short, **PerformanceStream** has a single focus: **developing and enhancing a company's most valuable resource: people.**

We are dedicated to developing successful programs that enable all employees to contribute more effectively to both short term and long term business performance.

Issues Covered in the Customer Loyalty Process

- ◇ What do customers really Want.
- ◇ The value of customer loyalty versus customer satisfaction.
- ◇ The role of empathy and effective listening
- ◇ Identifying critical "connection points" in the customer interaction
- ◇ Developing trust with the customer.
- ◇ Managing stress and impulses
- ◇ Developing goals for positive behavior change
- ◇ Creating that "powerful" connection with the customer.

Measurable Results For Customer Loyalty

- ◇ Customer retention
- ◇ New customer growth
- ◇ Loyal satisfied customers
- ◇ Decreased customer complaints
- ◇ Increased sales & profitability
- ◇ Satisfied employees
- ◇ Customer referrals
- ◇ Loyal and focused staff

