



On Demand
Seminars 
10 Steps to Grow Your Business
Step 3: Enhance Your Customer's Experience



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with... **The Sloan brothers**
Co-Founders and Head Coaches of
StartupNation



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The Sloan brothers

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Step 3: Enhance Your Customer's Experience

Seminar Overview:

If you want growth, your customers represent a major contributor. Coddle them, cater to them, treat them like they're the most important asset of your business, and your business will be poised for growth. In this step, we take you through key principles and practices to ensure your customer experience is everything it should be.

In this seminar you will learn about:

- Customer relationship management strategies
- Incentives for return/repeat business
- Rewarding loyalty
- Happy employees beget happy customers



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Step 3: Enhance Your Customer's Experience

On Demand Create a Customer Experience

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A great customer experience is one that helps you cultivate happy, satisfied and loyal customers.

Provide a great customer experience and your business will be positioned for increased revenue. Happier customers will...

- Buy more
- Return for more
- Talk you up



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Create a Customer Experience

On Demand Customer Relationship Management

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Create a system for managing the relationships you have (and should have) with customers. In business circles, this is called “CRM”.

- Talk to them, and listen to them
- Invite your most loyal clients to act as advisors
- Ask for feedback immediately at the conclusion of any transaction
- Use software that organizes and implements CRM activities



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Customer Relationship Management

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Incentives to Return

There are so many options for customers these days, you've got to keep dangling the carrot in front of them. What's your carrot... what creates extreme *urgency*?

- Discounts
- Free offers
- Product availability for a limited time/limited quantity
- Contests
- Gift Cards



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Incentives to Return

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Rewarding Loyalty

Once you've got the customer back, and they purchase, you should do whatever you can to reward them for their loyalty (and to create more of it!).

- Rewards programs
- Gifts for being loyal
- Commit a portion of proceeds from them to a charity
- Write simple "thank you" notes
- Make it personal – direct contact with the customer post-purchase



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Rewarding Loyalty

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Happy Employees

As you'll learn in Step 8, "Create a Culture," having happy employees goes miles in creating a positive customer experience.

- Hire for "happy," train the skills
- Add fun to the work environment
- Add employee incentives that encourage happier customers
- Shift power to the frontlines!



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Happy Employees

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