

TURN CLIENTS INTO FANS



WHAT: This training will show you how to turn customers into brand ambassadors.

GOAL: Turn customers into raving brand ambassadors who spread the word and bring you more clients.

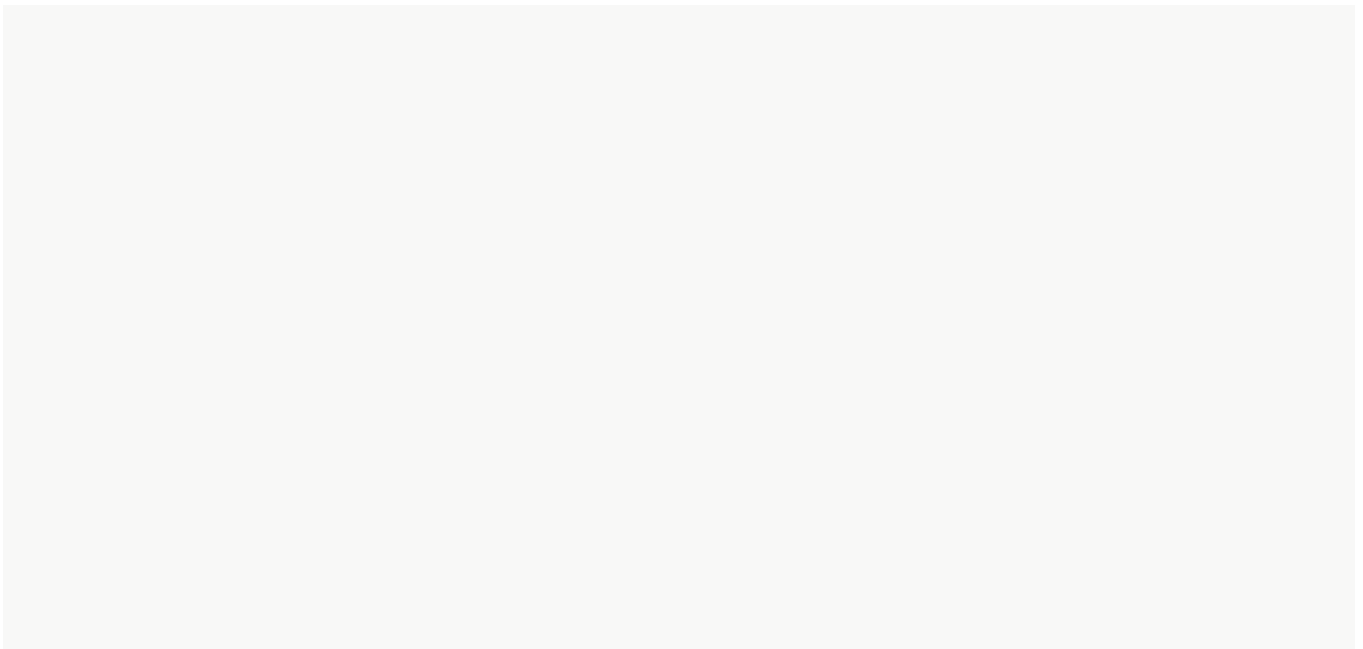
growth
GETTERS

Competition Eliminator - part 1

WHAT MIGHT MAKE A CLIENT FRUSTRATED?



WHAT IS YOUR CLIENT HOPING THEIR AFTER WILL LOOK LIKE?

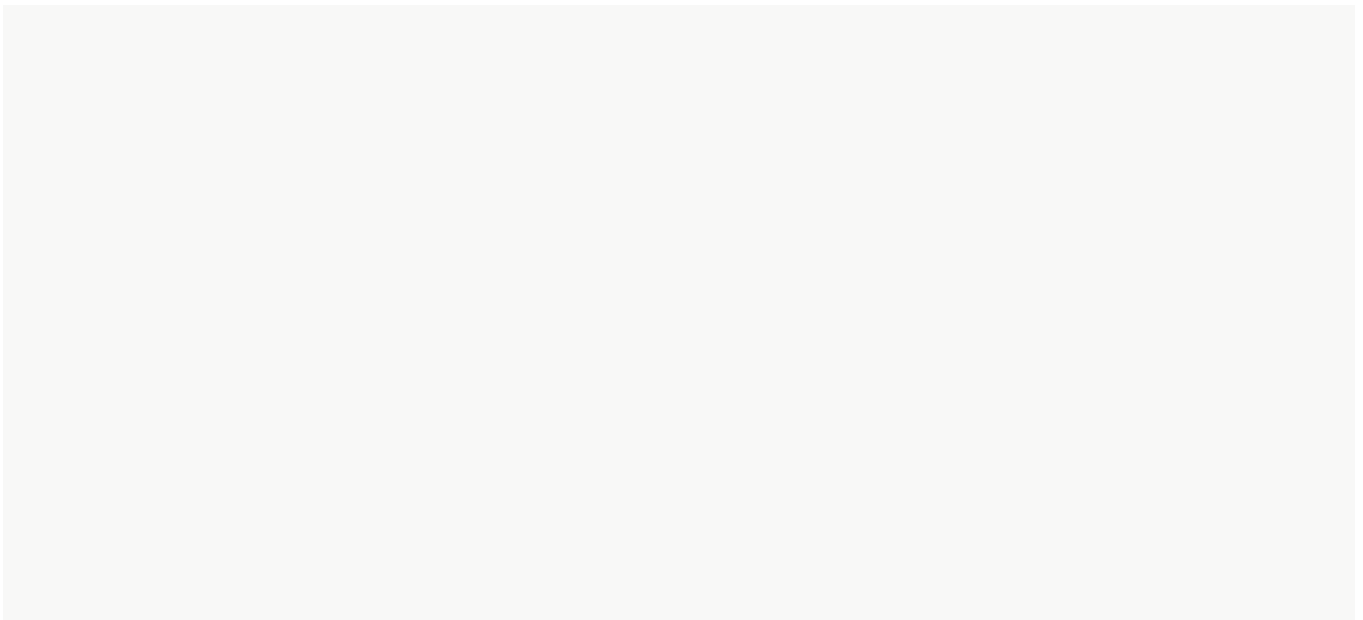


Competition Eliminator - part 2

WHAT WOULD MAKE YOUR CLIENT CHOOSE SOMEONE ELSE?



WHAT WOULD MAKE YOUR CLIENT HOLD OFF?



Keep it **CRISP**

HOW CAN YOU SHOW CUSTOMERS YOU ARE **COMMITTED** TO THEM?

WHAT CAN YOU DO TO **RAZZLE-DAZZLE** YOUR CLIENTS?

HOW CAN YOU **INNOVATE** TO STAY AHEAD OF TRENDS/NEEDS?

HOW CAN YOU **SIMPLIFY** THE CUSTOMER'S PROCESS?

HOW CAN YOU BE **PROACTIVE** FOR YOUR CUSTOMER?

Wow Moment Brain Dump

trying it?

BEST OPERATIONS BREAKDOWN

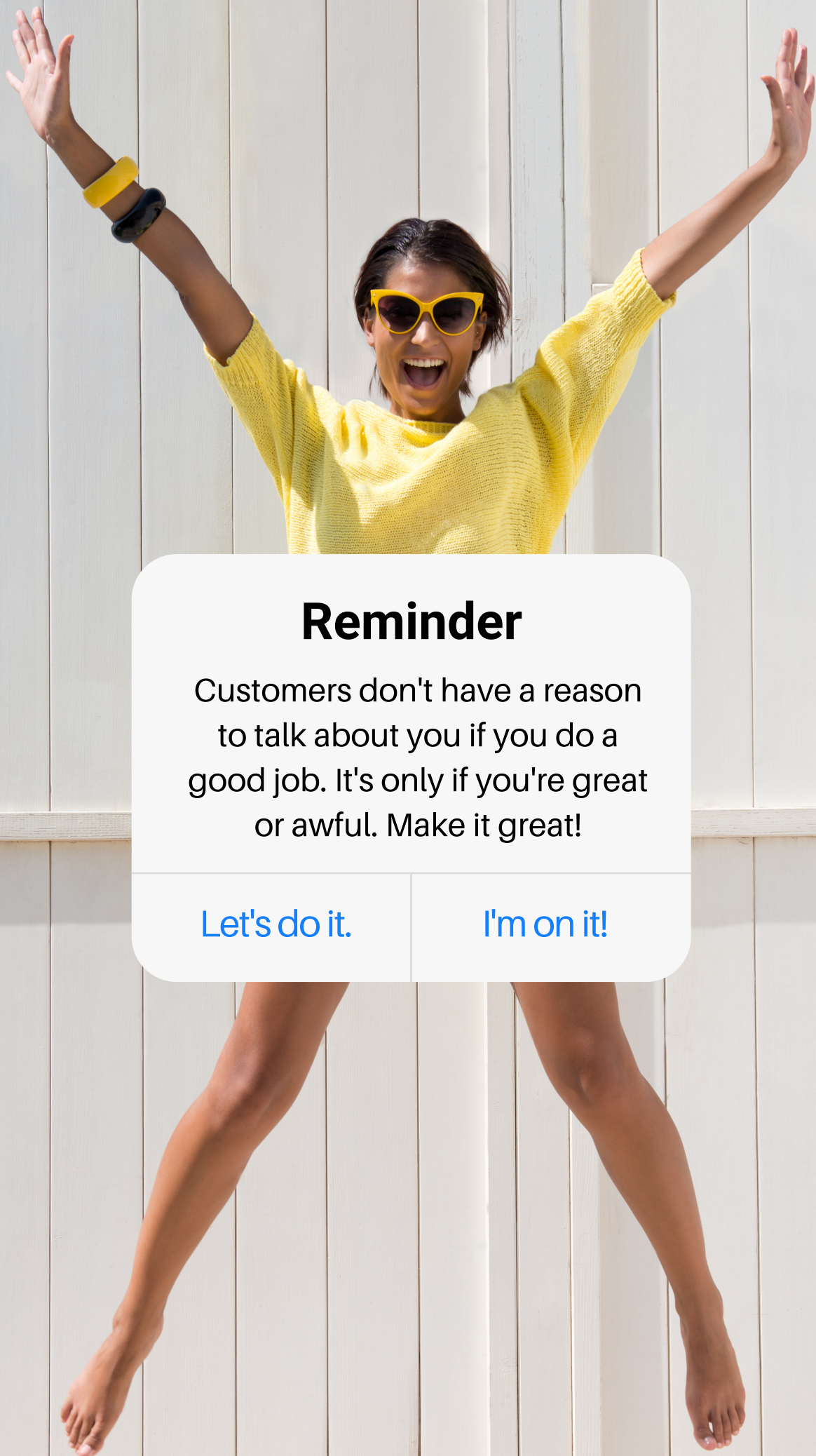
BOB: Customer Journey

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BEST OPERATIONS BREAKDOWN

BOB: Customer Journey

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Reminder

Customers don't have a reason to talk about you if you do a good job. It's only if you're great or awful. Make it great!

Let's do it.

I'm on it!