



Learn How to Keep Your Customers For Life

EDUCATION



Presentation: **Goodwill Harvesting**

Keeping Your Customers For Life

Customer retention and new sources of business referral are important business aspects your company needs to master in any economic environment. In this class, attendees will learn the importance of staying "top of mind" with your current and potential customers. We will review the five tips on increasing customer loyalty and how to create a rewards program to improve the likelihood of customer satisfaction and referrals. Also attendees will learn how other businesses can enhance referral sources for your business. Prepare to be inspired!

Presentation Objectives:

- Understand the factors that contribute to harvesting the potential goodwill of your customers.
- Learn the four rules of customer loyalty.
- Recognize the three reasons customers talk about your facility.
- Understand what customer loyalty is NOT.
- Discuss six big ideas.
- Review the five "T's" of word of mouth marketing.
- Provide eight proven solutions that can be implemented immediately.

Who Should Attend:

- Owners
- Sales and Marketing Staff
- Estimators
- Front Line Staff
(Staff that interacts with customers)

Who is Phoenix Solutions Group?

Phoenix Solutions Group was formed to assist the professional collision repair facility by developing effective marketing solutions results. Specializing in the collision industry, Phoenix Solutions Group has delivered the most all-inclusive Customer Relationship Management products available today, providing increased sales to every committed member. In addition, Phoenix Solutions Group has developed the most comprehensive customer research system that dimensions customer perceptions which preside over a collision facility's sales performance. With over 20 years of hands on results marketing experience, Phoenix Solutions Group has emerged as the foremost authority in "On Demand" marketing concepts for the collision repair industry.

Presented By:

Steve Schoolcraft

President - Phoenix Solutions Group

Date: February 8th, 2012

Time: 6:00 PM - 8:00 PM

RSVP By: February 3rd, 2012

RSVP To:

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