

Creating Raving Fans - The Power Series Business Breakfast

Delivering exceptional customer service and creating raving fans.

Customers care about customer care!

It is five times more expensive to attract new customers to your business than to keep existing ones. It is 15 times more expensive to get back lost customers. In this presentation, Richard Mulvey will explain how to create exceptional customer service that will keep your customers coming back over and over again. To succeed, however, having satisfied customers is just not enough, you need raving fans.

During the presentation:

- We will explore the three areas of customer care: Your people, your systems and your product
- We will discuss how each individual can improve their customer interactions
- We will find out how to create raving fans
- We will explore how to handle customer complaints
- We will find out how to measure customer satisfaction

We will also be exploring:

- How to make your customers feel welcome
- How to use good body language
- The importance of flattering your customers
- How to make them feel like a close friend coming into your home
- How to create the right impression every time
- How to ask the right questions
- How to listen
- How to make friends with your customers

Date: 25 October 2017

Time: 08:00 - 11:30

Venue: Gateway Hotel, Umhlanga, Durban

Cost: R695 + VAT or R3,500 per table + VAT

Date: 26 October 2017

Time: 08:00 - 11:30

Venue: Oaklands Inn, Randburg, Johannesburg

Cost: R695 + VAT or R3,500 per table + VAT

Date: 27 October 2017

Time: 08:00 - 11:30

Venue: Royal Golf Club, Ottery, Cape Town

Cost: R695 + VAT or R3,500 per table + VAT