

Secrets to Creating Loyal Customers (Online)

Introduction

When it comes to customers, getting them is important. But what happens after they buy the first time? Do things end there or do they come back to make another purchase... and continue doing that again and again? Truth is: the most profitable businesses that survive and thrive for decades all have one thing in common - repeat customers. This course gives you a time-tested repeat customer "formula" and the exact methods of turning customers into your loyal repeat buyers for life.

Course Objective

By the end of the workshop you will be able to:

- Uncover the root of why people continue being a customer of a business and keep coming back to make more purchases
- Keep away from pitfalls that cause customers to stop doing business with you and go to a competitor instead
- Discover how to cultivate loyalty in your customers and have them consider you as their only choice to buy from
- Convert lukewarm customers into passionate fans of your company (and have them go around encouraging friends/people they know to also be your customers)

Target Audience

Executives and managers at any level, marketing/ sales team and professionals, frontline or telephone staff, customer service department and staff and anyone who wants to form deep relationships with their clients and establish long-term loyalty in their customers.

Course Outline

- Key reasons why people buy the first time, then continue being a customer of a business and keep coming back to make more purchases
- The business-killing mistakes that cause customers to jump ship and give their business to your competitors
- How to nurture your customer base and have them stick to you as | their only choice
- Different types of incentives and programs that turn customers into loyal enthusiastic fans of your company
- Methods of getting customers to buy the first time... and continue buying the second time... and the third
- 6 factors that determine whether a customer will buy from you again or not
- "Customer Loyalty Boosting Strategies": Secrets of making your buyers stay with you – even for life
- Unique ways to delight, incentivize and exceed the expectations of your customers
- How to reactivate previous customers who have stopped buying any of your other products or services and encourage them to start making purchases again
- Transform customers into passionate supporters of your products or services (and have them spread the good word about your company to others)

Online Course via ZOOM

Dates (2020) : ♦ 7 October

Duration : 1 day, 9am to 4pm (6 hours)

Register online at SNEF website

<https://snef.org.sg/digitalllearning/>

Course Fees

Full Fees
(inclusive 7% GST):

S\$299.60

Trainer

Tylus has advised and helped boost the communications, business and marketing efforts for companies spanning over 30 different industries. He is also an entrepreneur and founder of different businesses with 2 that he still actively manages today. Over the years, he tirelessly implements customer loyalty strategies in his businesses to bring about high levels of delight to clients. This results in numerous clients becoming long-term patrons, including many who first begun doing business with Tylus 12 years ago — and are still continuing to do so till this day. From this experience, Tylus has developed a system to bring about customer loyalty, and imparts it to people who want to turn their clients into devoted repeat customers.

Testimonials:

What I like about Tylus' workshop is that the way he teach is in point form, it's very systematic compared to other workshops I attended. Most other workshops give you a big picture but they don't show the step by step how it is done.

And for Tylus, he gives you a step by step of how it can be done and it is very practical." — Bellum Tan (CEO Richdad Asia)

"Well worth the time and money, can see the whole course has a lot of heart poured into it. Good value and I rarely say that."— Choon Hock (Sales Consultant, Formor Asia Pacific)

"The trainer Tylus, is very knowledgeable and shared many tips on marketing/ad practices." — Noralina Taha (Manager For Communication Outreach & Partnerships, Outward Bound Singapore)

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