



“Do what you do so well that they will want to see it again and bring their friends.”

Walt Disney

Customer relationship management is powerful in theory, but troubled in practice.

Your customer may always be right, your customer service may be impeccable, and... your profits may be falling. Most CEOs hope a stronger focus on customers will protect them from eroding profit margins and commoditization. But getting closer to customers is not a matter of installing better CRM systems, customer service or simply measuring satisfaction levels.

It's a matter of developing Customer Loyalty. It's about the fundamental elements of developing and sustaining good customer relationships based on an *emotional connection and trust*.

“Satisfaction is no longer the acceptable measurement of Customer service success. The standard and measure of success in this millennium are loyal Customers.”

Jeffrey Gitomer, Author
Customer Satisfaction is Worthless: Customer Loyalty is Priceless

Gallup research (3/13/03) concludes that no matter how satisfied an organization thinks its customers are – if they have not made an emotional connection with their Customers to develop a long-term relationship – satisfaction will ultimately be worthless. Satisfaction alone does not build a strong or loyal Customer relationship.

Building Customer loyalty is a strategy. A strategy that can and will separate your organization from the competition. It has been proven that organizations with high levels of loyal customers typically grow revenues at the twice the rate of the competition.

However, the successful implementation of a competitive Customer Loyalty strategy must be aligned with an organizational culture that is devoted to valuing both internal and external customers – and delivering on the ‘promise’.

When a customer's experience is not reflective of what has been advertised, promised or expected, trust in the organization is undermined and lost revenue is the result. There is an urgent need to create strong relationships through frequent points of connection, and the delivery of unique service *experiences* - as expected and promised by the organization's marketing, advertising and message. The immediate impact of delivering an exceptional customer experience, based on what is promised, is a winning combination and a powerful competitive advantage.

“Quality in a service or product is not what you put into it. It is what the client or Customer gets out of it.”

Peter Drucker

Think about your Customer Relationship Management as a Customer Loyalty program – for both your internal and external Customers:

- ❖ Establish trust at every point of connection.
- ❖ Create an emotional tie at every point of connection.
- ❖ Build your empathy skills to strengthen Customer relationships.
- ❖ Always put your Customer's interests and needs first.
- ❖ Be yourself. Let your individual strengths and personality shine.
- ❖ Give your full and undivided attention.
- ❖ Be knowledgeable and honest about your products and services.
- ❖ Only promise what you and your organization can deliver. And then exceed it.
- ❖ Pay attention to every detail.
- ❖ Deal with upsets immediately and resolve them. Many times, trust is created by the way a mistake is handled, not by the mistake itself.



“What would you attempt to do if you knew you would not fail?”

Robert Schuller

As we begin another new year, think about what success means to you. It's different for all of us, but here are 11 Universal Laws for Success that successful people exercise everyday. Find a successful person you admire, watch carefully, observe what works, and just, well - do it.

1. The Law of Experience

Success comes from good judgment; good judgment comes from experience; experience comes from bad judgment. The more experience you get, the more successful you will be.

2. The Law of Hunger

What do you hunger for? You have to want it so bad that you can taste it. You have to want it so bad that you are willing to do what it takes to get it.

3. The Law of Balance

It's crucial to keep your life in balance. Success cannot be found if you are a success in your chosen profession and a failure in your personal life.

4. The Law of Small Successes

A mountain climber does not make it to the top in one giant leap. Even the most gargantuan of tasks are accomplished one goal – one action – one step - at a time. Break your large goals into smaller, more manageable goals and actions - and celebrate each small success!

"Most look up and admire the stars. A champion climbs a mountain and grabs one."

H. Jackson Brown, Jr.

5. The Law of Momentum

As small goals are accomplished, a powerful momentum has been set in motion. You begin to believe you can be successful, and things that seemed difficult or even impossible before become simply challenges you are eager to take on.

6. The Law of Clarity

Set clear goals, so you will know when you get there. If you say you want to make more money, I could give you a dollar and you'd have more money. But is that what you want? How much more do you want? By when do you want it? And remember to enjoy the journey.

7. The Law of the Trail

Success always leaves a trail. While there is value in blazing our own trail, there is also value in investigating how others have become successful. This leads us to....

8. The Law of Modeling

This is so powerful and yet so easy it's amazing that more people don't do it. Stop reinventing the wheel - simply find someone who is doing, or has done, what you want to do, and ask them how they did it. Most people are honored by the question that they will be glad to talk with you.

9. The Law of Habit

Develop good success habits. You know what they are. "Bad habits are easy to form and difficult to live with, good habits are difficult to form and easy to live with."

10. The Law of Focus

We are what we think. If we focus on all the things that could go wrong and how we might not be successful, we will be pulled in that direction. If we focus on opportunity and all the many ways in which we can be successful, we'll be pulled in that direction. We control our thoughts – our focus. It really is that simple.

11. The Law of Enjoyment

There are two things to shoot for in life: 1) to get what you are aiming for, and 2) to enjoy the journey and the reward. Only the most wise and fortunate of us do both.

“It is time for us to stand and cheer for the doer, the achiever, the one who recognizes the challenge and does something about it.”

Vince Lombardi

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