

Exceed Expectations & Build Advocates

The Key to Growth & Survival

Your advocates have two characteristics that are important to your business: 1) As clients, they are very reluctant to leave you regardless of how attractive a competitor might appear to be and 2) They will advocate to others on your behalf. In other words, they will refer you to others. There is a very important process to follow if you would like to have more advocates. This workshop will help you create a foundation for building advocates inside and outside of your company.

Participants Will Learn:

- A 4-step consistent process for wowing your client, which starts of course, with the client sharing what is most important to them
- How exceeding expectations is an all-the-time-thing and really begins with understanding what type of clients you and your organization serve most successfully
- An approach called TEAM – starting with your Ten Extraordinary Accounts to Manage
- How to track your efforts and results for the benefit of your clients and your company

Want more information?

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