

Personal = Profitable™ : Strategy ONE

# Spark True Loyalty

Creating loyalty is a process that takes time. Today's loyalty currency is an emotional connection. Show your customers how your company empowers their dreams and builds a brighter future for their families. Focus on the "why customers are shopping" not the "what they are looking for."

<p><b>ACTION 1:</b></p> <p><b>Be Genuine and Transparent</b> Nothing will erode trust and customer loyalty faster than not being fully transparent and truthful in every interaction with your customers and prospects.</p> <p><b>EXERCISE:</b> Write the principles you stand for as an organization. Avoid corporate clichés.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p><b>ACTION 2:</b></p> <p><b>Conduct Customer Persona Workshops and/or Focus Groups</b> to understand your customers' aspirations, fears, and values.</p> <p><b>EXERCISE:</b> Write the results your customers are trying to achieve. For example: Customers don't want a mortgage, they want a home.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p><b>ACTION 3:</b></p> <p><b>Create Specific Products and Services</b> to meet the needs and aspirations of your Preferred Customers identified in the Customer Persona Workshops.</p> <p><b>EXERCISE:</b> Write the products that best help your customer achieve the above results.</p>	<p>1.</p> <p>2.</p> <p>3.</p>

<p style="text-align: center;"><b>ACTION 4:</b></p> <p style="text-align: center;"><b>Shift Marketing Messaging</b></p> <p>to prioritize emotional benefits over product features. Use customer stories and testimonials. Let real people showcase how your company impacts their lives.</p> <p style="text-align: center;"><b>EXERCISE:</b></p> <p>List three customer stories that would resonate with your audience, i.e. - "Sally never thought their dream home was possible."</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p style="text-align: center;"><b>ACTION 5:</b></p> <p style="text-align: center;"><b>Deliver</b></p> <p style="text-align: center;"><b>EXERCISE:</b></p> <p>Brainstorm three actions you can take to help your customers realize their dreams.</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p style="text-align: center;"><b>ACTION 6:</b></p> <p style="text-align: center;"><b>Stay Connected</b></p> <p>Reconnect with your Preferred Customers at regular intervals (perhaps every 3 months) to listen and understand how they are doing and to learn if the recommended products and services are working as intended for the customer.</p> <p style="text-align: center;"><b>EXERCISE:</b></p> <p>List three methods to stay connected with your customers, i.e., Social Media, Community Events, Personal Meetings</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>