

Customer Loyalty: The Magic Formula

Keynote Motivation and Magic (60-180 minutes)

Retaining existing customers is far easier and less costly than finding new ones, yet most businesses still find themselves in a never-ending prospecting mode. Highly successful organizations, however, thrive on *repeat* sales.

Find the Holy Grail: the recipe for customer loyalty!

In a dazzling combination of magic, comedy and education, world-class illusionist Billy Riggs reveals the seven ingredients that are sure to work *magic* on your customers. Learn to cast a spell over your customers that keeps them coming back again and again.

Who should attend?

All service providers,
their supervisors
and managers.

Billy Riggs, Master *DIS*-illusionist!
www.billyriggs.com

Attendees will learn:



The single most important magic ingredient in the customer's mind.



How to transform mistakes into a potent ingredient in your customer service formula.



Why good service is rarely rewarded with a customer's loyalty or gratitude, and what you must do to become memorable.



The one ingredient that trumps almost all other factors in making a customer loyal to your business.



A strategy that causes customers to continue doing business with you even if they hate you!



The one factor that will make customers run from you even if you do *everything* else right.

***Learn the magic formula
that casts a spell over
your customers!***