



Bringing Wellness To The Workplace

Customer Loyalty Syllabus

- Session 1** **Kickoff Session – Attitude and Interpersonal Skills**
- What is attitude?
 - The role of conditioning
 - Impacts of attitude personally and professionally
 - Self-confidence and self-esteem
 - What to expect from this process
- Session 2** **Beyond Customer Service-Creating Customer Loyalty**
- What does customer service really mean?
 - Why customer loyalty? Isn't customer satisfaction enough?
 - Customer Loyalty – A strategic advantage
 - The competitive advantages of customer loyalty
- Session 3** **Creating and Measuring Customer Loyalty**
- Creating an emotional tie through points of connection
 - Understanding yourself and others
 - Measuring customer loyalty
- Session 4** **Effectively Managing Stress and Impulses**
- What people say about stress
 - Stress management
 - Model 1: Activation – Believe – Consequence
 - Model 2: Stimulus – Choice – Response
 - Reducing or eliminating stress
 - Impulse control
- Session 5** **Goal Accomplishment for Success**
- The benefits
 - Criteria for personal goal setting



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- Rewards and consequences
- Roadblocks to success
- A solution for every obstacle
- Action steps and dates
- Persistence is key

Session 6

Always Creating a Powerful Connection

- Connecting starts with you
- Handling customer complaints
- Your customers are your business

** Each session runs approximately 1 -1 ½ hours in length.