

# Cultivating Customer Loyalty Knowledge Course

## Table of Contents

### Course Objectives

### Getting Ready to Learn

### Chapter One: Why Are Customers Loyal?

### Who Is Your Customer?

### Defining Extraordinary Service

### How to Be Legendary

### The Lifetime Value of a Customer

### Research into Customer Loyalty

### More Research: Customer Loyalty

### Why Customers Stay

### Attitudes that Cultivate Customer Loyalty

### Chapter Two: Setting Service Standards

### Elements of Service Excellence

### Building Service Standards

### Chapter Three: Enhancing the Customer Experience

### Build Rapport with Every Customer

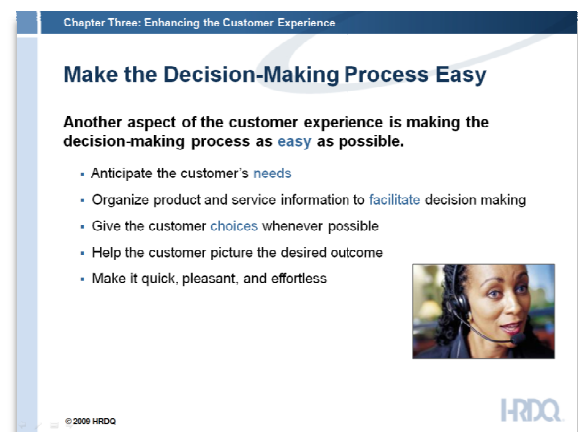
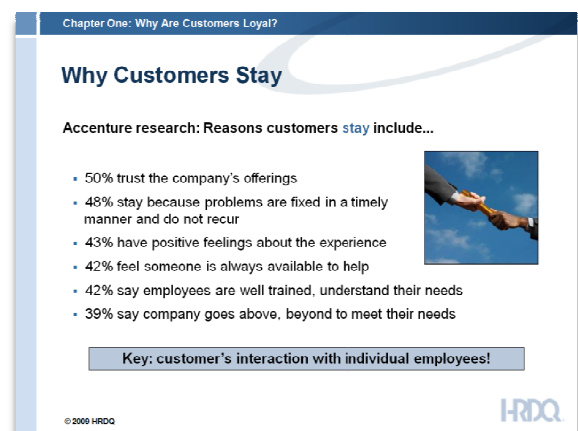
### Treat the Customer as a Unique Person

### Make the Decision-Making Process Easy

### Questioning to Determine Needs

### Active Listening

### The Importance of Body Language



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## Table of Contents

-- Continued --

### Controlling the Interaction

#### Chapter Four: Turning Negative Experiences Into Positive Ones

#### Explanations for Company Policies

#### More Explanations: Company Policies

#### Saying “No” Positively

#### Resolving Customer Complaints

#### Staying Cool when the Customer is Hot

#### Change Your Self-Talk

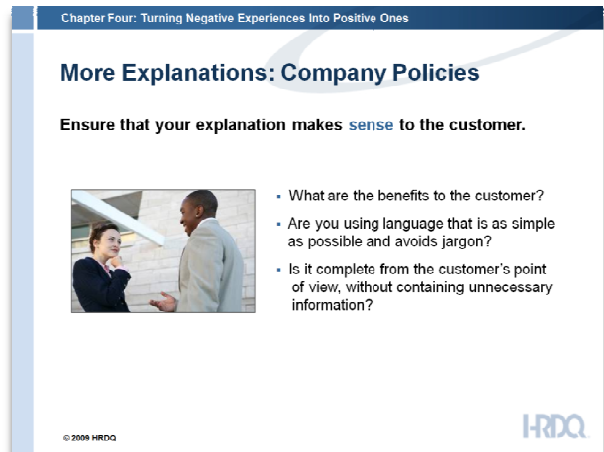
#### Don't Take It Personally

#### How to Calm an Angry Customer

#### Recovery Strategies

#### Order Online.

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