

REMARKABLE Relationships: The Key to Business and Personal Success

Bob Shaff, President, Customers for Life Consulting

Both customer and employee loyalty seem to have disappeared from many businesses in today's economy. All companies are dependent upon repeat business and referrals for their profitability. Bob's premise is that by earning REMARKABLE relationships, you can significantly increase profitability by bringing back three very special attitudes among your employees, prospects, and customers:

- Your employees will say: "Thank God it's Monday! I can't wait to get to work." and "I'm proud to work here!!" Engaged staff and employees are critical components to creating Remarkable Experiences. You can't do it without them.
- Your prospects will feel respected, valued, and important...and you will convert more prospects into customers.
- Your current customers will go out of their way to buy, renew, and expand their business with you, and to recommend you and your services to their friends.

These attitudes will differentiate your company from your competition...in ways that price can never accomplish in the long run. In his compelling presentation, Bob will communicate through stories and examples how your company can earn new levels of profitability and loyalty by becoming REMARKABLE in the eyes, ears, and hearts of their employees and customers.

Bob's presentation highlights specific ideas and tools that will earn new levels of engagement and loyalty by being Remarkable. For example:

- The 5 steps to Remarkable Relationships
- Doing unexpected things at unexpected times
- Using the "drip irrigation" method of training
- Engaged Employees = Loyal Customers
- Using the Power of "Personal Signatures"
- Asking. Listening. Acting!!
- Killing your "un-WOWs"
- The Remarkable Profitability Equation

Biography:

Bob Shaff is President of Tucson-based **Customers for Life Consulting** where he helps clients create remarkable customer and employee relationships and experiences.

Bob started his working career selling light bulbs door-to-door in Phoenix, Arizona. This probably explains why he then earned a B.S. degree in Electrical Engineering from the University of Arizona.

Bob built upon that foundation with a remarkable career in sales, marketing, and management with IBM Corporation, and now uses these experiences to help his clients get better faster than their competition....by earning more business from their existing customers and by hiring and training engaged employees.

More information at www.CFLConsulting.com



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A Company Known by the Customers it Keeps