

HOW TO MAKE CUSTOMERS COME BACK TO BUY FROM YOU



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RELIABILITY

- ❖ Reliability is doing what you have promised.
- ❖ Certainty

APPEARANCE

- ❖ First impression matters but last impression always sticks
- ❖ Winning Through Appearance

CREDIBILITY

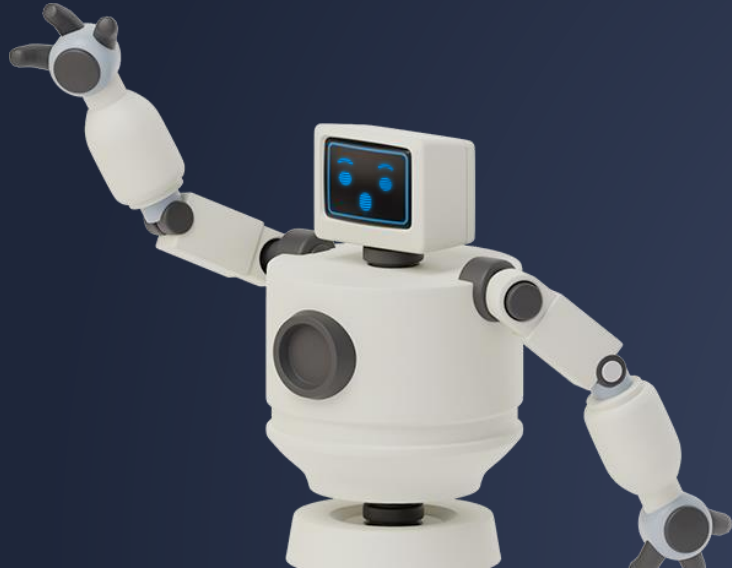
- ❖ Customers want security & integrity.
- ❖ Customers want a concrete assurance that if a problem arises concerning the products they get from you, it will be treated swiftly at no additional cost to them

EMPATHY

- ❖ Empathy is the capacity to place yourself in another's shoes.
- ❖ You show empathy by treating the customer how you would love to have been treated.



INTELLIGENCE



THE DIAMONDS

IDEAS

Ideas for new products & services

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REVEALS

Reveals areas for improvements

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Helps in determining “What is value to the customer?”

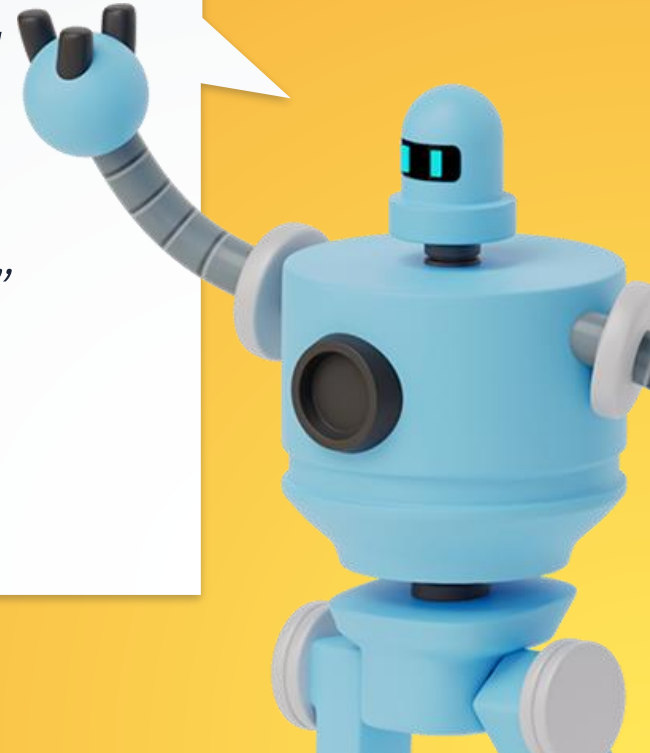
HELP

The Customer intends to continue doing business with you.

TARRY

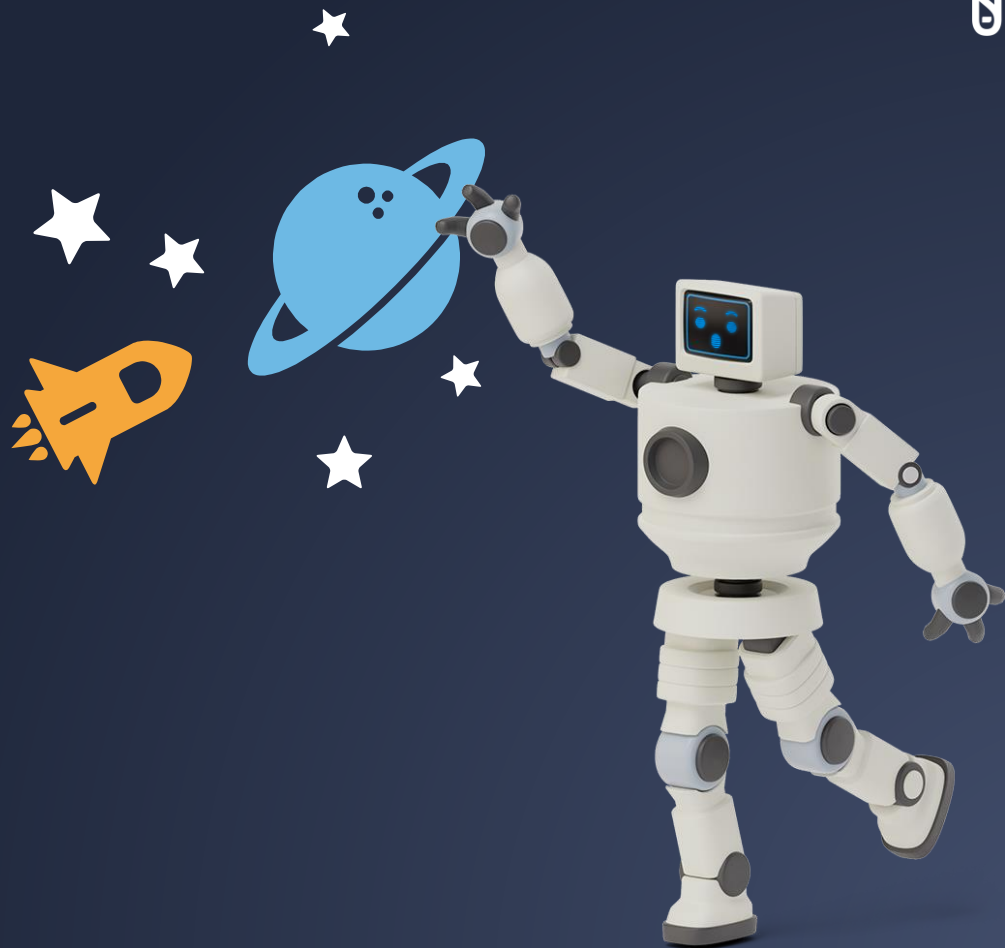
“A shopkeeper should not think that he is doing any service to a customer, but he shall always remember that only the customer is doing a service to the shopkeeper by giving him an opportunity to do business with him.”

- Mahathma Gandhi



THANK YOU!

You're the best.





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