

# **HOW TO CREATE AND KEEP CUSTOMERS**

# PURPOSE OF BUSINESS

1. Create Customers.
2. Keep Customers.

## Purpose of Marketing:

- Create Perception of Unique added Value:
- So you create and keep customers.



- **WHO YOU ARE: LEADER**

- Develop Vision.
- Continuous Learning.
- Continuous Projects and Savings.
- Continuous Inspiration and Motivation.
- Love people, Use things.



# WHO THEY ARE: STAFF

- Create Job Description and Key Result Areas.
- Create enabling Environment.
- The Academic Environment/Culture of Learning.
- Set goals: Set Target.
- Rewards System: Motivation.



# CUSTOMERS ARE ALWAYS RIGHT: KEY

- They have the choice.
- They have the money.
- They pay the wages.
- They can choose your Business.
- They can choose your competitor.



# LAW OF METAPHYSICAL RECIPROCITY

- Read, Learn, Think, Talk about customers.
- The focus group of customers.
- The focus group on customers.
- Rewarding customers.
- Delivering on Promise.



# THE COMPETITIVE ADVANTAGE

- What is it?
- What could it be?
- What should it be?



# THE 10PS OF CUSTOMER SERVICE/4MIX

**Product**

**Price**

**Place**

**Promotion**



# THE 10PS CONTINUED/6 OTHERS

**People**


**Procedure**

**Projects**

**Power**

**Platforms**

**Profits**



# CONCLUSION



**THANK YOU**