

NEVER LOSE A CUSTOMER AGAIN

Turn Any Sale Into Lifetime Loyalty in 100 Days

JOEY COLEMAN

JOEY COLEMAN is a business consultant, keynote speaker and advisor. He specializes in helping organizations retain their best customers and turn them into raving fans. Joey Coleman is the founder and Chief Experience Composer of Design Symphony, a customer experience branding firm. Prior to that, he worked as a trial attorney for a law firm based in Iowa, in the White House Office of Counsel to the President during the Clinton Administration and as Associate Director of Member Services at The Corporate Executive Board. He is a graduate of the University of Notre Dame and The George Washington University Law School.

The author's website is at: www.JoeyColeman.com.

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MAIN IDEA

"It's time to stop thinking B2B or B2C—the future of business is H2H. All business is ultimately the same, because all business boils down to humans dealing with humans. I like to focus on a human-to-human (H2H) equation, because that is what matters most. To never lose a customer again, you must meet your customers (whoever they are) where they are in their emotional journey."

– Joey Coleman

To never lose a customer again, keep reminding yourself that ultimately you are selling a product or service to people which will be used by people. Therefore, the key to customer retention is to focus on the emotional journey or the customer experience your customers are going through. Successfully move them from one phase of the ideal customer experience to the next and they will stay with you indefinitely.

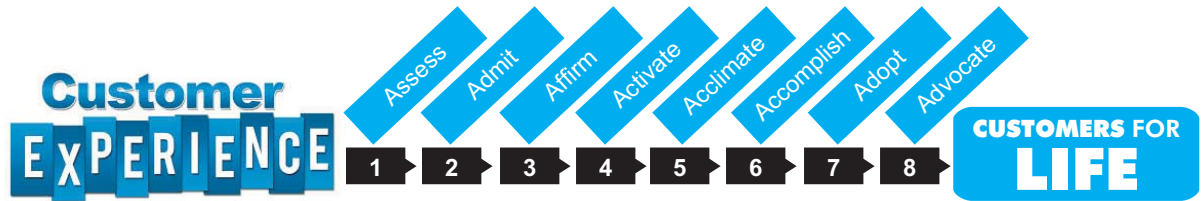


Build a remarkable customer experience and then figure out ways to deliver that experience consistently well and customers will stay with you for life.

"I like to emphasize the First 100 Days after the sale as a critical window for securing customer loyalty—not because it is an exact time limit, but because it is easy to remember, short enough to maintain focus, and long enough to deliver value. This hundred-day time period gives you the opportunity to form a relationship, impress the customer several times, and deliver consistently so they trust and like you. These initial impressions, the early progress, and the rapport-building moments contribute to the customer's long-term opinion of you and your business. That being said, if you get these First 100 Days of the relationship right, you can keep a customer for life."

– Joey Coleman

The Emotional Journey of the Customer's First 100 Days



Phase 1 – Assess Page 2
 The customer is deciding if they want to do business with you. They are cautiously optimistic and you need to convince them you're the best choice available.

Phase 2 – Admit Pages 2 - 3
 The customer starts to admit they have a problem or a need and they come to believe you can solve it. Therefore, they buy your product or sign up for your service.

Phase 3 – Affirm Page 3
 Your new customer starts to doubt their purchase decision (buyer's remorse) and you need to do things which will offset their fears, doubts or anxieties.

Phase 4 – Activate Page 4
 With the first major post-sale interaction, you have the opportunity to deliver on the promises you made. You want to start the customer experience strongly and positively.

Phase 5 – Acclimate Pages 4 - 5
 The customer is now starting to understand and ideally to warm to the way you do business. In this phase, you onboard your customer astutely so they embrace you.

Phase 6 – Accomplish Pages 5 - 6
 This phase involves ensuring customers achieve the results they were seeking when they decided to do business with you. You deliver on their original goals.

Phase 7 – Adopt Page 6
 Phase 7 is where the customer takes ownership of the relationship and shows affinity for your brand. They feel like they are part of an exclusive tribe with benefits.

Phase 8 – Advocate Page 7
 This is where your customer becomes a raving fan, a zealous promoter for you and an eager referral engine all in one. Your customer develops into a marketer for you.

How to stop losing customers today Page 8
 To understand your customers and position yourself to roll out an enhanced customer experience, the four steps are:

