



**LEADING
CUSTOMER
LOYALTY™**

ENGAGING YOUR TEAM TO WIN THE HEART OF EVERY CUSTOMER

Leading Customer Loyalty One-Day Outline

HUDDLE	PARTICIPANTS WILL BE ABLE TO:
ORIENTATION	<ul style="list-style-type: none"> • Define loyal customers and employees. • Understand the <i>Leading Customer Loyalty</i> toolset for teaching a team how to earn customer loyalty consistently. • Follow the Leader Guide for conducting team huddles.
HUDDLE 1: Leading Loyalty	<ul style="list-style-type: none"> • Identify and assess the impact of three kinds of customers and employees. • Follow the Loyalty Huddle agenda. • Teach loyalty discussion guidelines. • Explain the Leading Loyalty Model for earning loyalty consistently. • Assess and improve upon personal application of loyalty principles and practices.
HUDDLE 2: Empathy	<ul style="list-style-type: none"> • Model, teach, and reinforce the principles of empathy. • Identify and shift apathetic thinking to empathic thinking.
HUDDLE 3: Make a Human Connection	<ul style="list-style-type: none"> • Bridge the gap between knowing the importance of making a human connection and living the practice of making a genuine human connection. • Model and teach how to make a human connection.
HUDDLE 4: Listen to Learn	<ul style="list-style-type: none"> • Define the impact of patient, attentive listening on customers and employees. • Model and teach the practice of listening to learn. • Improve listening skills.

HUDDLE	PARTICIPANTS WILL BE ABLE TO:
HUDDLE 5: Responsibility	<ul style="list-style-type: none"> • Describe the connection between responsibility and ownership of the customer/employee issue. • Identify and help shift indifference in themselves and others. • Model and teach the principle of responsibility.
HUDDLE 6: Discover the Real Job to Be Done	<ul style="list-style-type: none"> • Describe what it means to discover the real job to be done. • Develop a discovery mindset around customer needs. • Teach and model how to discover the real job to be done.
HUDDLE 7: Follow Up to Strengthen the Relationship	<ul style="list-style-type: none"> • Strengthen relationships with customers and employees through effective follow up. • Teach and model the guidelines for following up. • Conduct effective follow-up conversations.
HUDDLE 8: Generosity	<ul style="list-style-type: none"> • Identify and overcome scarcity thinking in themselves and others. • Model and teach the principle of generosity.
HUDDLE 9: Share Insights Openly	<ul style="list-style-type: none"> • Recognize the importance of sharing insights that help everyone learn and improve. • Follow a process for sharing insights that increases loyalty. • Model and teach others how to share insights openly.
HUDDLE 10: Surprise with Unexpected Extras	<ul style="list-style-type: none"> • Lead a team in discovering unexpected extras that delight both customers and employees. • Identify and avoid opposite and counterfeit extras.
HUDDLE 11: Your Loyalty Legacy	<ul style="list-style-type: none"> • Define a few specific commitments to improve loyalty. • Make a plan for holding a series of huddles with the team. • Recognize that a manager develops and earns a loyalty legacy each day.

For more information about FranklinCovey's *Leading Customer Loyalty*, email us at loyalty@franklincovey.com or call 1-888-705-1776 for help in finding a client partner in your area.