

# ARE YOU CREATING CUSTOMERS FOR LIFE?

## ***Do your one time buyers become Customers For Life?***

**This all important question can only be answered simply – *Yes or No.***



When answered YES, your profits and sales results will catapult you to new horizons. Word of mouth advertising will be sensational, accompanied by an increase in repeat and referral business and telephone enquiry.

Unfortunately, many of us, if really honest, must answer NO. National surveys have given us these responses to the question....

- We don't have enough time to follow-up our old customers.
- If they need something, they will call us. We've been in business 25 years.
- We focus our efforts on new business.
- We prospect old clients or "dead files" only when business is tough.
- It is on our "To Do" list for later in the year.

### ***What do they want?***

Today's customers are offered more choice of goods and options than ever before, but, their basic requirements are unchanged.

### ***Today's Customer Wants a "CAN DO" Salesperson***

#### **C Caring Service!**

Non-manipulative sales techniques.

#### **A Ask!**

Asked simple questions to answer their concerns.

#### **N Now!**

Service and delivery now.

#### **D Disputes!**

Handled quickly to everyone's satisfaction.

#### **O Offered More!**

They want their expectations exceeded and real value for their money.

### ***How?***

The most time tested method of creating Customers For Life is to give the customer several things. First, a "CAN DO" mentality from all your team members, and secondly, an ongoing recognition program that keeps them abreast of new product releases, specials, sales and above all, recognizes them as a VIP. As an example, look at the phenomenal success of the Frequent Flyer programs of our national airlines.

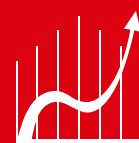
It is systems, not smiles, that will earn for you greater customer loyalty and in turn, increased profits. Get it done right the first time! Feedback. It is vital that you survey your customers to find ways that you could do it better. Today's customer wants to form an ongoing partnership, not purchase from a stranger every time.

***Remember:*** If you don't look after your customer, somebody else will!

***Secure Tomorrow's Business Today by creating customers for life!!***

**David Jackson CSP – Speaker/Trainer/Author**

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**AUSTRALIAN  
SALESMASTERS  
TRAINING COMPANY**  
don't blame them... TRAIN THEM!

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## PROFILE

# DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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