

How to Train Your Customers and Keep Them!



Presented by:



60Sec™

SNACKABLE VIDEOS



WORKSHOP OBJECTIVES:

- Learn the benefits of putting your customers in the know;
- Learn how to make your customers love you;
- Understand how training your customers directly impact your company's revenue & cost;
- Discover the top best practices for training your customers;
- Develop a training strategy for your customers.

WHAT ARE IMPORTANT CUSTOMER DEMOGRAPHICS?

TO YOU?



DEFINE YOUR CUSTOMERS

1. Demographic Traits
2. Psychographic Characteristics
3. Behavioral Actions

PUTTING YOUR CUSTOMERS IN THE 'KNOW'

This begins with meeting
your customer where
they are congregating.



BENEFITS OF PUTTING YOUR CUSTOMERS IN THE 'KNOW'

1. Leverage New Ideas
2. Community Relations
3. Increasing Product Knowledge
4. Reduce Support Issues
5. Increase Your Brand



LEARN HOW TO MAKE YOUR CUSTOMERS **LOVE** YOU



REASONS THEY NEVER RETURN?

1. They don't care about your brand
2. You haven't given them anything to care about
3. They don't feel like they belong



6 WAYS TO GET THEM TO LOVE YOU AGAIN...

1. Know your customer inside/out.
2. Train your staff.
3. Stay in touch.
4. Take care of the loyal customers.
5. Personalize Your Loyalty Program.
6. Be grateful.



IMPACTING YOUR REVENUE & COSTS

1. Obtaining new customers can cost as much as **5 TIMES** as much as retaining current ones.
2. Retained customers become better users of your products, the cost to service them decreases.
3. Increasing retention by **5%** can result in a **25% TO 95%** increase in customer profitability over time.



CUSTOMER TRAINING BEST PRACTICES



CUSTOMER TRAINING BEST PRACTICES

1. TALK TO YOUR CUSTOMERS!

2. TEST THE CONTENT AHEAD OF TIME.

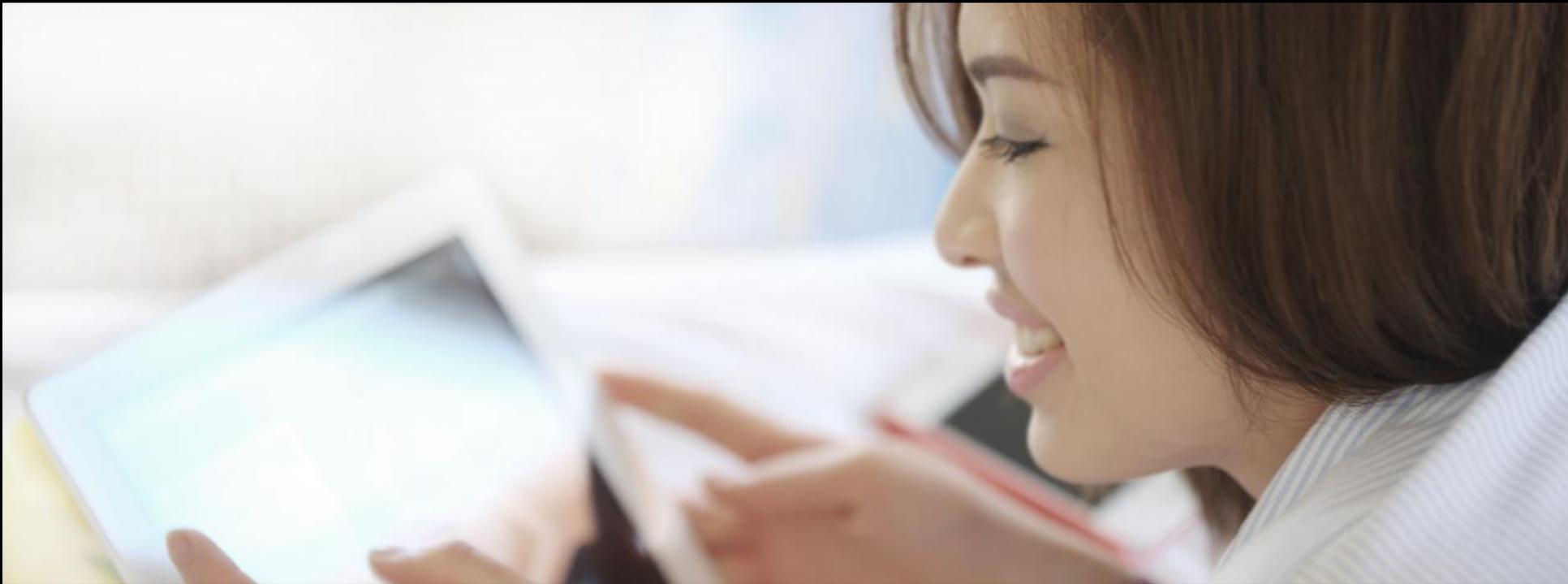
3. OFFER CUSTOMER SERVICE TRAINING AT YOUR CONFERENCES OR OPEN HOUSE.

4. READILY AVAILABLE FEEDBACK MECHANISMS

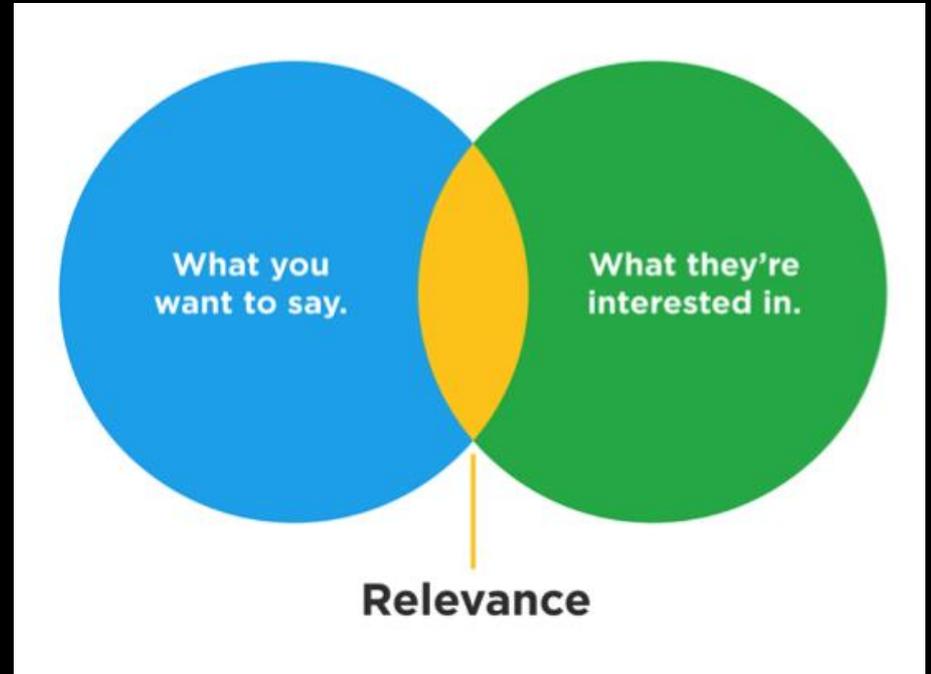
5. OFFER INCENTIVES!

6. CONNECT TRAINING OUTCOMES TO YOUR BOTTOM LINE BUSINESS RESULTS.

DEVELOPING A CUSTOMER TRAINING STRATEGY



CREATING INTERESTING & RELEVANT CONTENT



PUBLISHING CONTENT FOR CONVERSATION

Content Fuels Conversation!





PUBLISHING CONTENT FOR CONVERSATION.

INSPIRE:

Celebrity Endorsements,
Community Forums, Reviews....

ENTERTAIN:

Quizzes, Games, Brand Videos,
Competitions...

CONVIENCE:

Events, Webinars, Checklist, Data
Sheet, Price Guides, Demos,
Product Features...

EDUCATE:

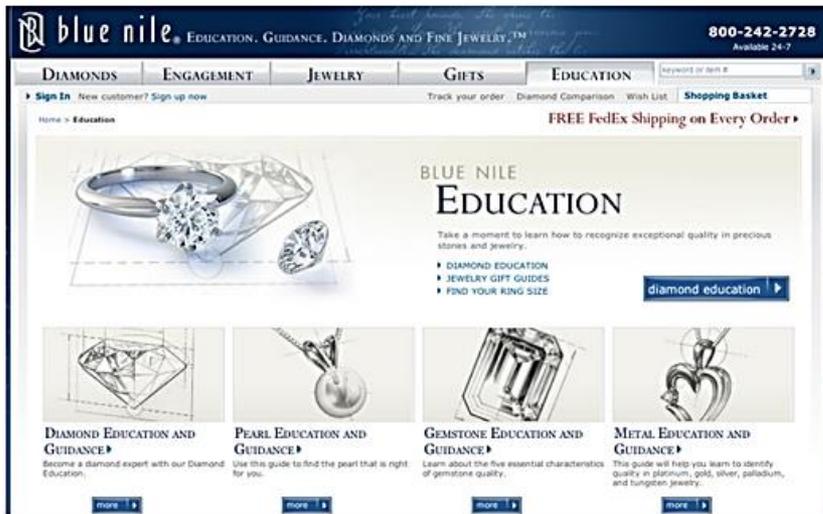
Articles, Ebooks, Infographics, Press
Release, Guides, Industry Reports...

GETTING CONTENT IN FRONT OF YOUR AUDIENCE.



EXAMPLES OF TRAINING CUSTOMERS WITH YOUR CONTENT

Blue Nile

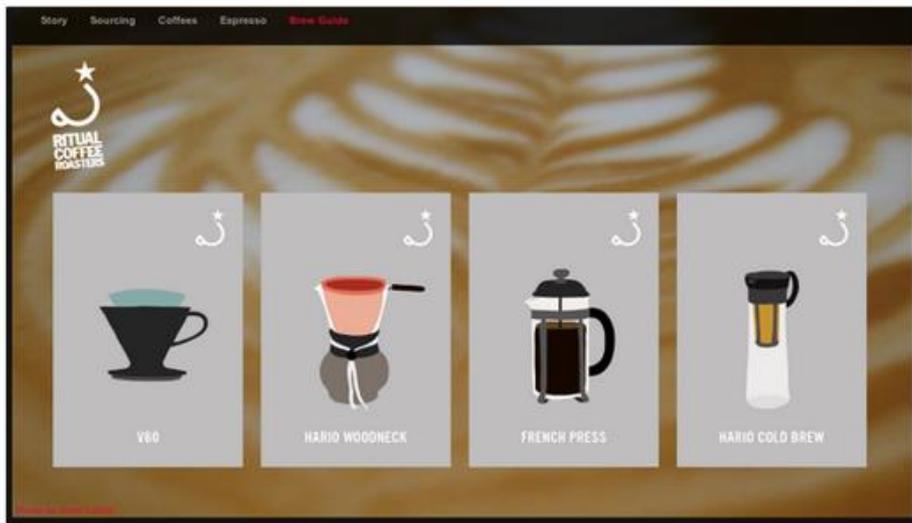


Teaching Tactics Used at BlueNile:

1. "Education" tab displayed in their main navigation.
2. Two minute videos that teach you everything you need to know when it comes to buying a diamond. They teach you the basics on what characteristics to save your money on and where to splurge. For example spend more on cut and hold back on clarity.
3. Detailed charts and guides on what you should look for in a diamond and how to get the best diamond in your budget.

EXAMPLES OF TRAINING CUSTOMERS

Ritual Coffee Roaster



Teaching Tactics Used at Ritual Coffee Roaster:

1. Brew guide on their website that teaches you how to prepare the perfect cup of coffee based on the coffee maker you own.

2. Short and fun to watch video guides that teach you everything about coffee.

EXAMPLES OF TRAINING CUSTOMERS

MailChimp



Teaching Tactics Used at MailChimp:

1. “Resources” tab displayed prominently in their main navigation.
2. Free Downloadable White Papers that tell you everything you need to know about email marketing.
3. Research section that shows you exactly what to expect when it comes to open/click rates.
4. Series of “Academy Videos” so you can learn by viewing a series of videos.

5 QUICK STEPS!

1. Assess
2. Design
3. Develop
4. Implement
5. Evaluate



IF ALL ELSE FAILS...

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to your Club Mango™ card valued at

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Details below. One time use only. Expires in 30 days.

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Thank You for
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THANK YOU!



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