



brucesullivan™
Red Hot Relationships

Customer Loyalty! **Would Your Customers Be Scared to Lose You?**

Have you ever walked out of a business and thought to yourself “I am never going to back to that place EVER again in my entire life!”

Customers cost a fortune! Every year, businesses invest billions of dollars into advertising and marketing. The goals vary from branding through to simply promoting a particular product or service and why customers should seek that product or service from their business. The motivations of course are genuinely aimed at attracting and retaining customers and ultimately improving the bottom line performance of their business.

What's peculiar about this situation is that in the majority of cases, this money has to be spent again next year in an effort to maintain or grow the branding or enquiry level for products and services. Why? With so much focus on attracting new customers, very little is done to generate loyalty with the customers who already use their business!

For example, right now, how many suppliers of a service or product would you be scared to lose? How many could you do without because they have done nothing to make themselves valuable to you? Would you even notice or care if they left for another job?

Generating loyalty when we live in an age that might suggest that loyalty does not exist requires some major shifts in our thinking. Genuinely building relationships is hard work and unless we truly understand the cost implications of not doing so... nothing will change!

Bruce Sullivan has been servicing clients in his own businesses since his early teens. By age 24 he had developed his own million dollar network of businesses. His diverse experience covers retail, business to business and wholesale operations. His proven hands on experience provides for an always entertaining, empathic, challenging and relevant series of seminars that will have even the most jaded of employees and managers considering their impact on loyalty and most importantly, equipped with the knowledge and skill to make a positive difference to the customers they serve.

Bruce has worked successfully with business, franchise groups, shopping centres, industry / commerce groups and various government departments on effective service delivery.

Please contact us to discuss how we can customise this presentation for your event, your business and your circumstances on +61 7 3268 3111 or send an email to info@brucesullivan.com

ABN 64 676 235 249

Suite 8, 143 Racecourse Rd Ascot, QLD 4007
GPO Box 2095, Brisbane, 4001 Australia

Phone: +61 7 3268 3111 **Fax:** +61 7 3268 3922

Email: info@brucesullivan.com

www.brucesullivan.com