



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

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

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