



Brand New Workshop

Ban the Customer and Grow Your Business - A One Day Workshop

"Ban customers are you crazy, I'll go out of business!" This is the first reaction I hear when people read the title of this workshop. But don't take it on face value. Read into it a little deeper. Customers don't build a business, advocates do! Banning customers and building advocates is what it's all about. Just think about it, a customer is not loyal and will use a number of different stores to shop around. An advocate though, is not just fiercely loyal to your business, an advocate also sings your praises. So start banning customers in your business and start building advocates - you'll be amazed at the outcome.

This one day workshop is aimed at both challenging your teams thinking and providing them with profitable 'no capital' ideas they can quickly introduce into your business.

The essence of this programme is you won't grow if you rely on customers. Successful businesses foster advocates!

The workshop will cover the following points:

- The new business, why you need to change to meet the needs of today's consumer
- Generational Marketing strategies that will grow your business
- The loyalty ladder and how your teams perception of it affects your service
- Marketing strategies that work
- My top 10 tips to grow your business service by 20%

Techniques, attitudes and approaches to retailing are going through rapid change and the opportunities and challenges presenting themselves to retailers are enormous.

Is your team building advocates or are they merely serving customers? Book John to present this **Ban The Customer** workshop for your organisation today.

John Stanley

John Stanley Associates works with businesses on every continent of the world. John is one of the industries most dynamic speakers and is constantly being sought to give conference addresses. For 2007 John has developed a brand new workshop.

If you would like more information on John Stanley and would like to book him for your next workshop, please contact Linda Stanley at linda@johnstanley.cc

