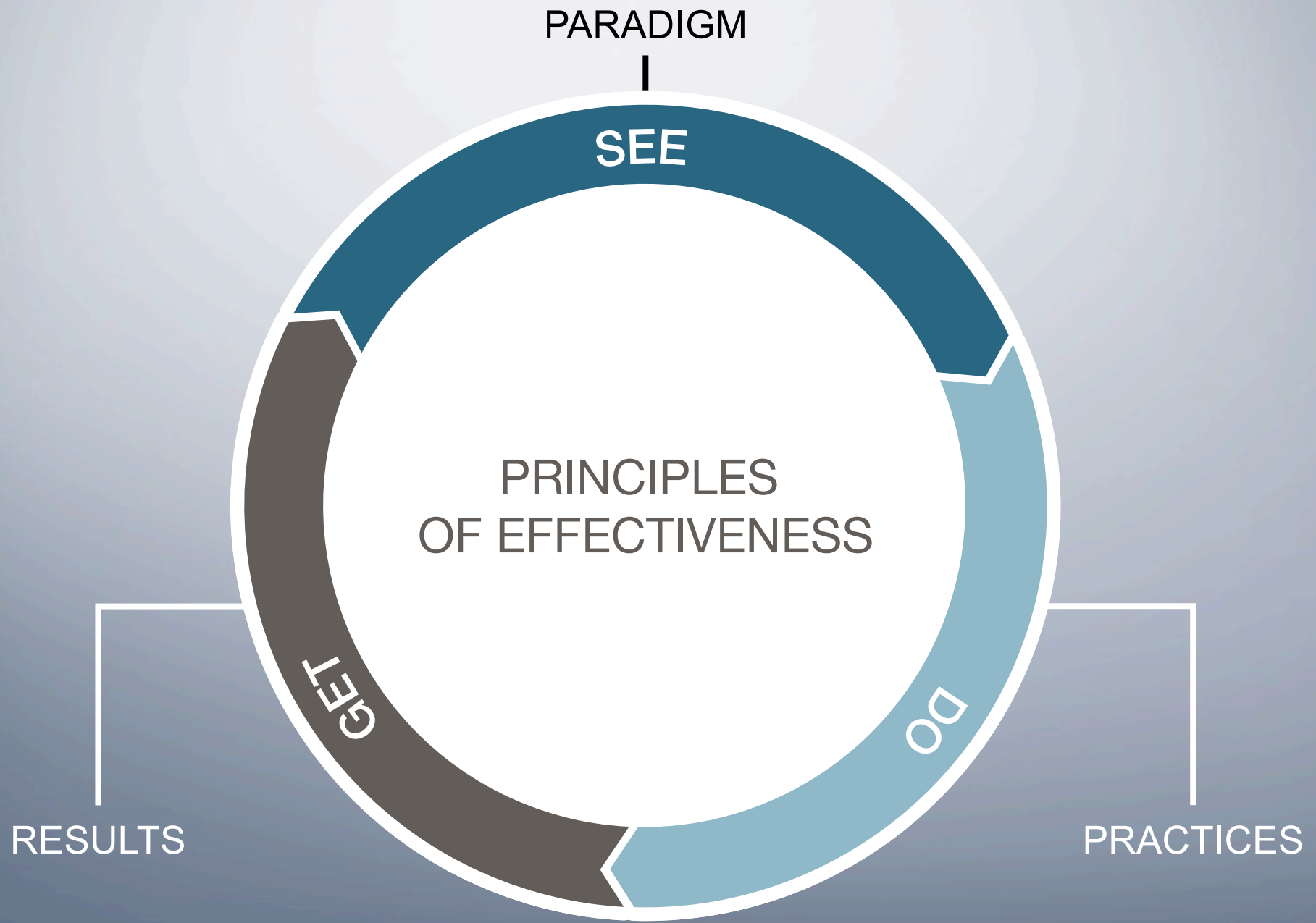




Waarom je **mindset**
het onderscheidende vermogen
is voor meer **loyale klanten**



Glenn Vergoossen - FranklinCovey





MODEL . TEACH . REINFORCE

6 Loyalty Practices



MODEL . TEACH . REINFORCE

1. **CONNECT**, make genuine human connections.
2. **LISTEN** and communicate with empathy.
3. **DISCOVER** the real “job to be done” for customers *and* employees.
4. **FOLLOW UP** to strengthen the relationship.
5. **SHARE** ideas openly to help everyone win.
6. **SURPRISE** with unexpected extras.



“Always treat your employees exactly as you want them to treat your best customers.”

STEPHEN R. COVEY



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CUSTOMER
LOYALTY™**



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Host: Glenn Vergoossen

**OVER
SPREKEN
GESPROKEN
PODCAST**

MAAK KORTE METTEN MET PLANKENKOORTS
EN SPREEK MET MEER IMPACT