



Training #258

Create Raving Fans

Goal for rest of the Month: 100 complete customer cards.

2. Have cards available.
3. Create the habit of using the cards and taking notes.
4. With every single one, do some form of communication (*their preferred*) immediately. **Do something special. Surprise Broca.**
5. Ask them to fill out "So we can be sure to invite you to special events"
"So we know how to get ahold of him/her"
"Our WARRANTY"
"Do you mind if I give you a call in 6 months to remind you to come in for a cleaning/check/freshen up?"
6. Have or create a system of follow up.
7. Schedule time every day to go through your own for ideas.
8. File them - photocopy for your own personal follow up.
9. Don't stalk them. Delight them.

Mother's Day Idea - Just have a carnation or simple treat on hand for all moms this week.

SIGNATURE: _____ Date: _____