

2008 Seminar Programme



Retention and Development of Clients/Customers

Once the prospect has been converted into a customer/client it's important to maintain the relationship to retain and grow the business. The competition is becoming slick, to stay ahead we have to provide that little something extra. Why, how, which and whom we retain and develop will be explored in this seminar.

- The 5 key questions to get closer to our client/customer
- How to add value through developing the service proposition
- Why taking a strategic approach to growth can uncover 'low hanging fruit'
- 'White spacing' - it could double your turnover!
- 3 reasons why consistent communication can make or break your relationships
- Satisfaction surveys - ask and you shall receive
- Using Account Development Plans and CRM tools to reduce your costs and improve your revenue
- Identifying non profitable clients and what to do with them
- Using client/customer development forums to beat the competition at their own game
- 10 ways to develop client/customer 'lock-on'

Date	Location	Seminar Code
2 October 2008	Haydock	RDCH3
24 September 2008	Blackburn	RDCB3
4 September 2008	Leeds	RDCLS3
10 September 2008	Durham	RDCD3

These seminars run from 9.30 - 12.30 - **Book online** www.boreaspartnership.co.uk.

Price £95 non-members, £75 members plus vat (A discount of 15% will be applied to bookings of more than 3 people on the seminar. A discount of 15% will be applied to any delegate booking onto three or more seminars).