

Sample Deliverables - Customer Loyalty

DELIVERABLE	DETAILS									
3-5 Development Sessions	The group of participants will meet weekly for 3-5 weeks. Each session will be approximately 2-3 hours in length. This process enables participants to “develop” since they will have application and practice time between sessions. Each session will end with specific goals and action steps to be accomplished by the next session.									
1 Follow-Up Session	The group will meet 3 months following the last session. Participants will present progress reports on their individual and organizational goals. When needed, additional content may also be part of this session.									
Audio CD Series	<p>5 chapters of program content in audio form enables the participant to have multiple exposures to the content between sessions allowing the sessions to be hands-on and application oriented. 5 exposures during the week between sessions results in content retention in excess of 60%.</p> <p>Content includes:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Beyond Customer Service – Creating Customer Loyalty</td> <td style="width: 33%;">Goal Accomplishment for Success</td> <td style="width: 33%;"></td> </tr> <tr> <td>Creating and Measuring Customer Loyalty</td> <td>Always Creating a Powerful Connection</td> <td></td> </tr> <tr> <td>Effectively Managing Stress and Impulses</td> <td></td> <td></td> </tr> </table>	Beyond Customer Service – Creating Customer Loyalty	Goal Accomplishment for Success		Creating and Measuring Customer Loyalty	Always Creating a Powerful Connection		Effectively Managing Stress and Impulses		
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Creating and Measuring Customer Loyalty	Always Creating a Powerful Connection									
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Text	Exact same content as audio series with assessments at the end of each chapter for reinforcement of content. The text is also used as a reference guide.									
Action Plan	<p>Self Evaluation Sections include:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Dream Inventory</td> <td style="width: 33%;">Mental Development</td> <td style="width: 33%;">Social Development</td> </tr> <tr> <td>Physical Development</td> <td>Financial/Career Development</td> <td>Family Life Development</td> </tr> <tr> <td>Ethics & Beliefs Development</td> <td>Setting Goals and Establishing Priorities</td> <td>Goal Planning Sheets</td> </tr> </table>	Dream Inventory	Mental Development	Social Development	Physical Development	Financial/Career Development	Family Life Development	Ethics & Beliefs Development	Setting Goals and Establishing Priorities	Goal Planning Sheets
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Sample Deliverables - Customer Loyalty (cont.)

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Personal Vision	Each participant will develop a vivid mental picture of his/her future direction.
Professional and Personal Goals	Each participant begins to crystallize goals aligning both their personal and professional lives.
Concept Application Through Goal Setting	The group will focus on the implementation of key concepts as they apply to each participant, by developing written goals with measurable action steps.
Critical Issues	Each participant will identify 3 critical issues within the organization and develop comprehensive action steps for each issue.
Phone/Email Consultation	Participants within the group will have unlimited phone/email consultations with facilitator during the process.
Communication Assessment	The group will discuss the current communication “state” and its impact on others.
Measurable Results	The process is customized and tailored to achieve the measurable outcomes set by each specific client.