



A Values-Based Approach to Customer Loyalty

- Slideshare Edition -

Welcome



- Your Presenter:
 - Deb Brown
 - Practice focus:
 - Sales coaching
 - Sales training
 - Clients include:
 - Small businesses
 - Growing companies
 - Fortune 500



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Today's Agenda

- What is customer loyalty?
- Why is customer loyalty important?
- Examples of successful customer loyalty
- Customer loyalty and values alignment
- Steps to customer loyalty success
- Questions and answers
- Key takeaways



What is Customer Loyalty?



What is Customer Loyalty?

- Customer loyalty is...
 - The sustained, demonstrated commitment that customers have to your brand
 - Expressed through both commercial and non-commercial actions
- The key points are:
 - It is driven by customers
 - It involves two kinds of actions



What is Customer Loyalty?

- Commercial Actions
 - Returning for future/repeat purchases
 - Participating in a customer discount program
- Non-Commercial Actions
 - Promoting your brand on social media
 - Sharing a positive review on Yelp
 - Recruiting others to consider your brand, even when no financial reward is expected



What is Customer Loyalty?

- Customer loyalty exists where you see evidence of both kinds of actions, commercial and non-commercial.
- Commercial actions demonstrate confidence in your products or services.
- Non-commercial actions demonstrate trust and affinity for your brand and the values that your company stands for.



Why is Customer Loyalty Important?



Why Customer Loyalty?

- In most cases, customer loyalty is the best method for building future business.
- Fact #1:
 - Securing repeat purchases from existing customers costs far less than securing the same purchase from a new customer.
- Fact #2:
 - Loyal customers provide essential independent validation of your brand to convert future prospects.



Why Customer Loyalty?

- Customer loyalty creates and fuels a cyclical business impact:
 - Loyal customers buy more
 - These purchases fund marketing to new ones
 - New prospects convert better when validation is received from loyal customers
 - Win rates with new prospects increase
 - This generates more future loyal customers
 - The cycle repeats (and grows)



Examples of Successful Customer Loyalty



Examples of Customer Loyalty

- Saturn Motors Owner's Club
 - Traditional auto owner's clubs were for sports cars, rare vehicles, etc.
 - Saturn was a regular, low-cost, economy compact car for 'normal people'
 - Why would customers care to join an owner's club for such a product?
 - Could creating this club actually generate meaningful customer loyalty impact?



Examples of Customer Loyalty

- Saturn strategy:
 - Annual pilgrimage to Tennessee production plant
 - Walking the production line and meeting actual automotive manufacturing employees
 - Join a company-wide barbeque
 - Meet other Saturn owners
 - Create a community around Saturn's values:
 - Vehicles made by regular Americans, for regular Americans
 - Vehicles proudly made in the U.S.A.
 - Emphasizing teamwork and unity (this was, in part, a response to Japanese competition in the marketplace)
 - Connecting with others who share these values



Examples of Customer Loyalty

- Saturn impact:
 - Created 'brand ambassadors'
 - Loyal customers appeared in print and television advertisements
 - Loyal customers were far more likely to purchase a second Saturn in the future
 - Loyal customers were willing to promote the brand without remuneration due to their belief that the company and its employees shared their values



Examples of Customer Loyalty

- Enterprise software company:
 - Turned user conferences into customer loyalty events
 - Video interviews with customers
 - Customer-led sessions on how to gain the greatest impact from using the company's products
 - Emphasized peer-to-peer / customer-to-customer learning opportunities
 - Invited prospects to attend the conference and meet/talk directly with existing customers



Examples of Customer Loyalty

- Enterprise software company:
 - New prospects were often 50% sold on the company at the beginning of sales cycles
 - They had invariably already heard success stories from other customers (their peers)
 - Many sales were closed during and immediately after the user conferences
 - Prospects became convinced by talking directly with peers
 - The company and other customers shared the same values
 - Takeaway: Competitors probably had just as many satisfied customers, but did not turn them into loyal customers.



Customer Loyalty and Values Alignment



Loyalty and Values Alignment

- Values are a core component in customer loyalty
- Loyalty involves what a person feels or believes about a brand and business
- Companies that create loyal customers also clearly communicate their values
 - Saturn: High quality, high value, American made products by and for regular people.
 - Software Company: Powerful software for smart, savvy manufacturers.



Loyalty and Values Alignment

- Values alignment exists when companies and customers:
 - Both hold specific, defined values
 - Both communicate those values
 - Both make decisions on the basis of those values
 - Both find commonality around those values
- Saturn would never win a sale with someone looking for a status vehicle or not interested in 'American-made'



Loyalty and Values Alignment

- Have you defined your company's values?
- Have you articulated or communicated those values clearly?
 - Do sales people understand and share them?
 - Do customers see them embodied in your products or services?
 - Do your company's values create competitive differentiation that can set the stage for strong customer loyalty?



Steps to Customer Loyalty Success



Steps to Customer Loyalty

- Clearly define your company's values
- Communicate them through product and service design
- Build those values into your sales process
 - Saturn: No-haggle pricing
 - Software Company: Bring prospects to the user conference and introduce to customers
- Qualify prospects around your values
 - Encourage them to self-qualify
 - “Are you a good fit for our product?”



Steps to Customer Loyalty

- Engage your current customers
- Leverage (where applicable) in sales
- Encourage them to form community
 - Education
 - Peer-to-peer sharing
 - Best practices
 - Successful experiences
- Listen to and act on their feedback
- Provide both non-commercial and commercial opportunities



**Questions or
Comments?**



Key Takeaways

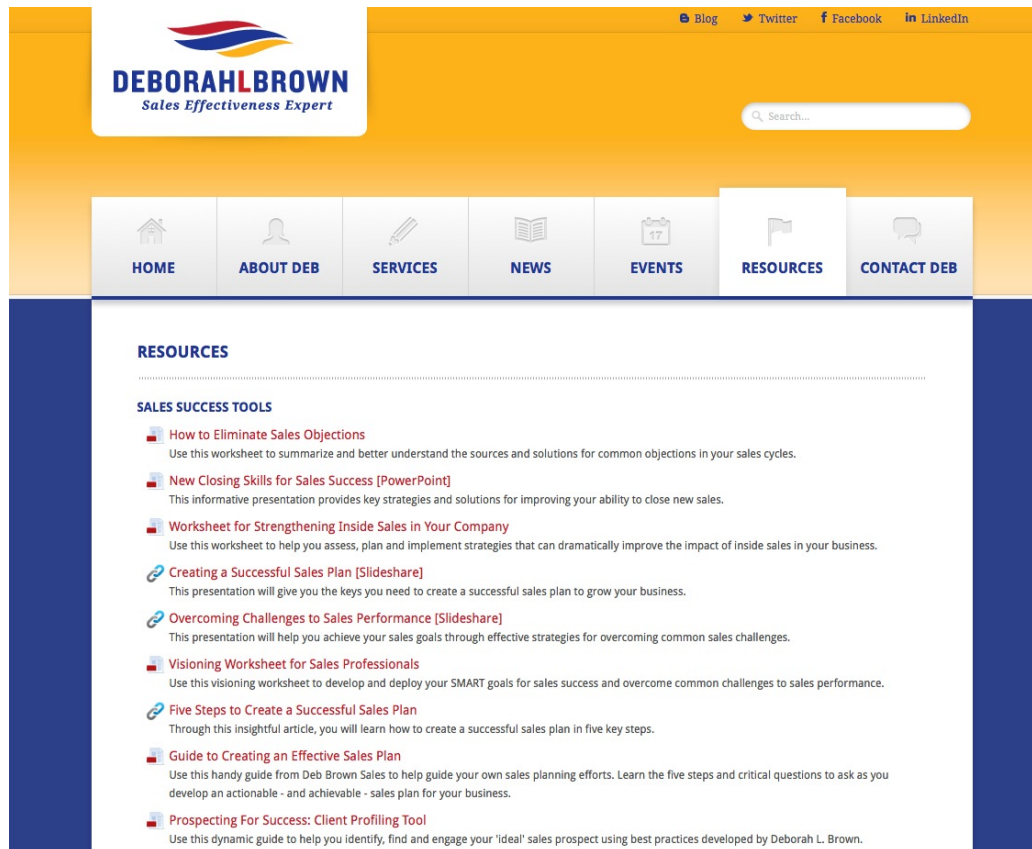


Key Takeaways

- Customer loyalty exists where both commercial and non-commercial relationships between customers and your brand flourish.
- Customer loyalty is a powerful business strategy.
- Customer loyalty is, at its core, built on the foundation of strong values alignment.
- Values alignment is a strategy that begins at the heart of your business and moves from there toward the customer.
- You can take the steps to achieve lasting customer loyalty. So begin today!



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