


Share one of these quotes in the next email to your team or on a PowerPoint slide in your next leadership, sales, or customer service meeting.  
When you change the conversation, you change your results!

Asking how customers feel instead of how satisfied they are will trigger candid, meaningful feedback, not platitudes.



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Simply listening to your customers drives powerful results that will transform your business.  
Are you listening as often as you should?

Do you know your customers?



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Is your business managing Loyalty and Retention in exactly the **wrong** way?

Don't focus on selling when you should focus on service. And don't focus on service when you should be concerned with selling.

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CUSTOMER SATISFACTION



Conventional customer satisfaction surveys fail to adequately uncover service gaps or growth opportunities.

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You're leaving money on the table if you focus on selling today without taking the time to learn where your customers are going tomorrow.

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Every leader at every level instinctively knows there's tremendous value in getting close to their customers... but rarely make the time to do it.

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Always keep your finger on the pulse of customer loyalty, otherwise, your business will get a painful wake-up call.

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The best way to differentiate yourself from your competition is to truly show your customers that you care. Not by talking, but by listening to their needs and responding in ways that save them time, money, or solve a real problem.

