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Q and A Sessions with Akhil Gupta, Deputy Group
CEO and Managing Director of Bharti Enterprises,
Video Supplement



How To Win Customers' Mind And Heart

BY MOHAMED ABDEL SABOUR

PH 580



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Do You Really Know What Makes People Loyal?

It's Not Just Taking An Order. You Have To Nurture A Relationship

And Make Customers Feel So Special That they will love your product but will recommend others





loyalty is an emotional relationship . loyal customers don't just like you ,they love you

so, we need people who bring their heads and hearts to work , problem solvers, genuinely care about customers.



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on the basis of Steven Covey's 7 habits I will make between your hands secrets of how to make loyal customers, and deliver outstanding customer service.

1. Be Proactive

Be Proactive!



bring your own weather to work

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2. begin with the end in mind

create a customer contribution statement

(to begin with the end in mind means to start with clear understanding of your destination, it means to know where you are going so that the steps you take are always in the wright direction)

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3. Put First Things First

PRIORITIZE AND DO THE 80\20 THINGS FIRST



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4. think win-win

MAKE DEPOSITS IN YOUR CUSTOMERS' EMOTIONAL BANK ACCOUNTS.



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5. seek first to understand then to be understood

LISTEN SINCERELY, RESOLVE CONCERNS EFFECTIVELY

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