

How to Increase Participation Without Spending a Dollar

Through creating

# Customer Allegiance

*“Creating and maintaining customers”*



## **Customer Allegiance**

In today's competitive environment we must have more than customer service we must have customer allegiance. There are three aspects to developing allegiance from customers.

1. We must believe and be positive
2. We must understand and serve the customer
3. We must breed customer allegiance

The most important aspect in creating customer allegiance is in believing in you and your service. This begins in your thoughts and feeling of about you. We become what we think about most of the time.

Customer Allegiance is built one positive hearing, listening, spoken word, feeling, and action at a time. Believing and becoming positive is determined by your ability to do the following things.

- Seeing the **good** in things
- Seeing how to **locate** the good in a bad situation
- Seeing the **opportunity** when an obstacle faces you
- Seeing "**what is right**" with things
- Treating others the way you **desire** to be treated
- Encourage others when they need **strength**
- **Releasing** others from owing you when they have hurt or offended you
- Allowing the negative and poisonous things of life to **disappear** as the sun sets in the evening
- Accept the bad days as a day that will **pass** away
- Saying nice or **humorous** things
- Deciding to be **internally** happy ... this is called joy
- Be **responsible** for your attitude and words

As you work forward towards adding the words "all the time" to each of these statements you will discover what believing in you and your service is all about. Having a positive attitude is not located in what happens to you; rather it is in what you do with what happens to you.

**Your positive attitude is a "Self Imposed" blessing!**

We must understand and serve the customer to develop customer allegiance is realized in gravitating towards the following seven core values.

### **CORE VALUE NUMBER ONE**

Serving the customer begins in **understanding** they are the **boss** and they are the one that signs your paycheck.

*“The more you work for the customer success the more allegiance they will have for you”*

### **CORE VALUE NUMBER TWO**

Your personal commitment to a positive attitude **determines** the level of service you perform.

*“Your attitude is the customer’s perception of the entire team”*

### **CORE VALUE NUMBER THREE**

Understanding that customers come to you through a call, contact, or visit for one reason ... **“THEY NEED WHAT YOU HAVE”**

*“When it is all said and done they BUY you not your product”*

### **CORE VALUE NUMBER FOUR**

The value of customer allegiance is **multipliable**

*“When you connect with this customer you also connect to their contacts”*

### **CORE VALUE NUMBER FIVE**

The quality of the **relationship** determines their allegiance

### **CORE VALUE NUMBER SIX**

When they start **talking** is when true allegiance begins or ends

**Serve them a positive sandwich:**

*Start with positive, put positive in the middle, end with positive*

### **CORE VALUE NUMBER SEVEN**

The way they feel when they are **finished** with the transaction determines their level of allegiance

*“If you were your customer today, would you come back?”*

## Breeding Customer Allegiance

Allegiance is built over time through multiple positive service opportunities. The demonstration of allegiance is in the “word of mouth” advertising that happens after the transaction is completed. The customer who has a high degree of allegiance will come back to you over and over again. Over time it is less about price and more about you and the relationship the two of you have developed.

Customer allegiance is the result of multiple positive experiences. It increases or decreases over time, based on deeds, feelings, and words.

### The Seven Seeds of Breeding Customer Allegiance

#### FIRST SEED

Be **unusual** where usual is expected and accepted. Add the “WOW” to the experience to where they must tell others of you and the experience.

#### SECOND SEED

Go the **extra mile** in the way you speak, look, and react to them

#### THIRD SEED

Give service beyond the **initial** transaction

#### FOURTH SEED

Become **proactive** for your customer

#### FIFTH SEED

Give them the most **memorable** service they have ever had

#### SIXTH SEED

Give them **friendly** service above and beyond their expectations

#### SEVENTH SEED

Be fun, enjoyable, positive and likeable and they will return with their friends and contacts

## **Staying in Connection:**

I look forward to remain in connection with you. When there is anything I can do for you, just ask.

**Call or text me anytime:** Direct: 916.708.8103 Office: 209.732.6288

**Email me at:** [success@mattupton.net](mailto:success@mattupton.net)

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