



A PLAN OF ACTION FOR DEVELOPING CUSTOMER LOYALTY

Customer loyalty is the strong bond that is created between a customer and a company that leads to a consistent, profitable purchasing behavior by the customer. Retention occurs when a customer has developed a commitment to a brand despite opportunities to go elsewhere for the same or comparable services. Retention is maintained when the perception of value (or benefits) in doing business with a company outweighs all of the potential negatives (such as higher prices or inconvenient access).

A good plan of action is needed to implement any change that will make a major impact in your business. With a few minor adjustments, the plan of action outlined below can be used for almost any project that you are undertaking.

1. Have a clear vision of what you want to accomplish by establishing a Customer Loyalty Program?
 - A. Why do you feel that a Customer Loyalty program is necessary for your business?
 - B. How will it benefit your business?
 - C. When do you want the completed plan in place by?

2. Be specific about what you want to accomplish in each stage of the process.
 - A. What activities are you going to put in place as part of your overall Customer Loyalty Program?
 - B. What are the specific desired results of each of these activities?

3. What is presently standing in the way of you achieving your goal?
 - A. What obstacles are you confronted with, right now, that makes the implementation of this program difficult?
 - B. How are you going to overcome each of these obstacles?

4. What is the *first* step you are going to take to move toward your desired outcome?
 - A. What is something you can do immediately that will positively impact outcome of this project?

5. Who is going to hold you accountable for doing what you have committed to do?
 - A. Have your strategic partner or your business mentor hold you accountable for doing what you say you are going to do. This insures that you will continue to move forward.

6. Make a personal commitment to success. Without a commitment, a plan of action is just a bunch of words. Make a commitment to your success and to that of your business.

I am committed to making my business the best it can be. To this end, I promise to implement the above stated task project as stated in #4 by (date)_____. I will continue to move ahead towards accomplishing my overall goal as stated in #1. I am committed to checking my progress on a monthly basis.

Signed:_____

Date:_____