

INTRODUCTION

MODULE 11

The Customer is Always Right

Everybody makes their living selling something to someone. Each of us has a customer. And most of us have many customers, at all levels of our business, both inside and outside the organization.

Your ability to accurately identify and satisfy your primary customers is the key determinant of your success in the world of work.

The very best individuals and organizations are those who are the very best at the business of customer satisfaction. They are continually thinking about their customers and how they can please them better than their competitors. As a result, they are constantly finding creative ways to win and keep customers more effectively than others.

In this program, you will learn the central role of the customer and how you can structure and organize all your business activities to achieve the very highest levels of customer satisfaction imaginable.

“Everyone is in

the business

of customer

satisfaction.

Who are your

customers and

how are

you doing?”

WHAT YOU WILL LEARN IN THIS SESSION

“Superior executives

amaze and delight

their customers.

Do you?”

1. The purpose of a business;
2. Increasing your market share;
3. Why strategic planning is customer planning;
4. The definition of quality;
5. Key customer concerns;
6. Your company’s most valuable asset;
7. Creating your ideal image;
8. The rules for setting business strategy;
9. The real meaning of total quality management.