

TAGTALK

Using the Power of Personalized Communication
To Help Create Relationships and Customers





Long-Term Loyal Customers



Marketing – Rule #1





Strategy: (*who & why*) comes before...

Tactics: *What / Where / When / How*

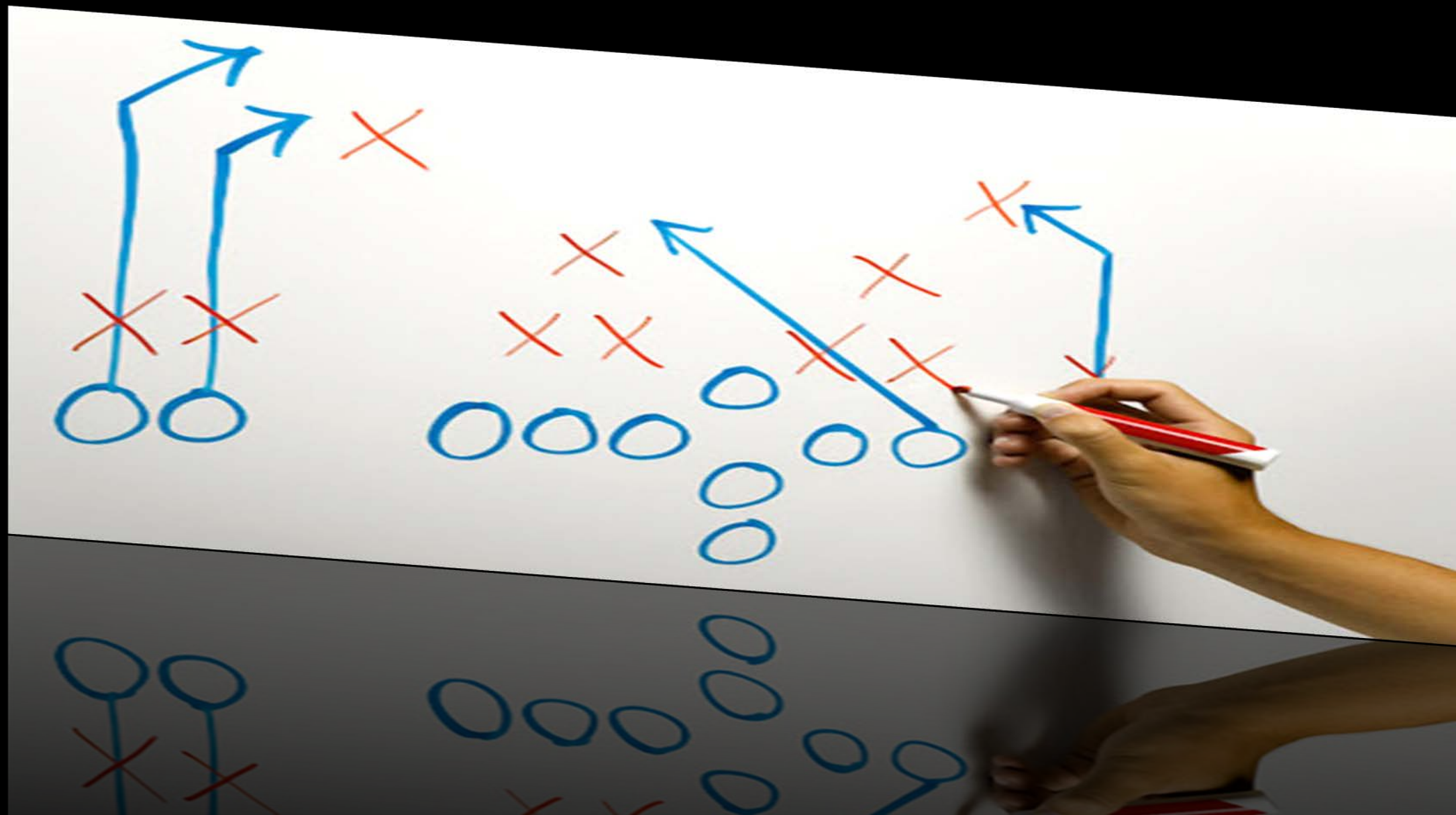
*“You never get a second chance
to make a first impression.”*

-Will Rogers

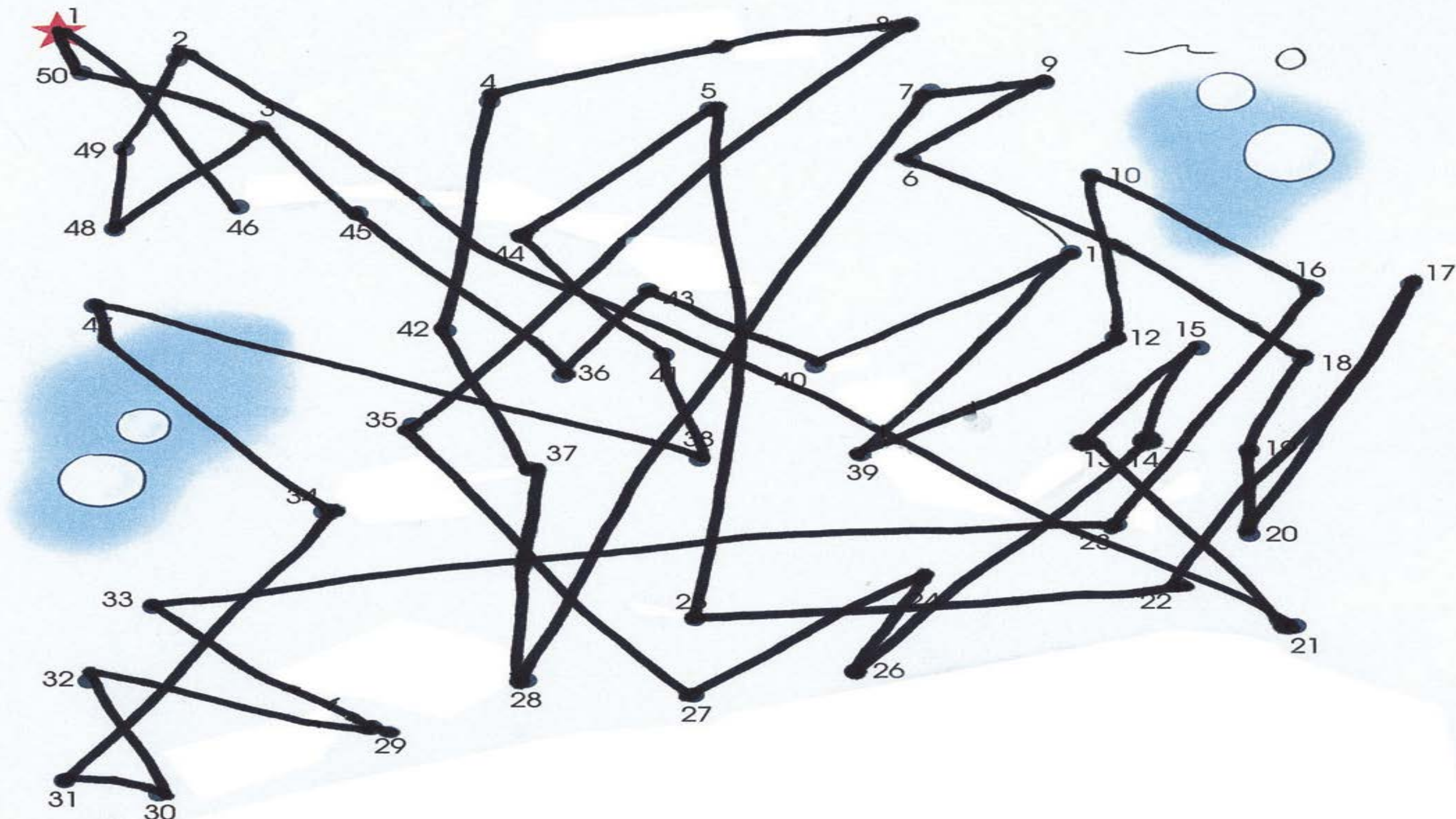




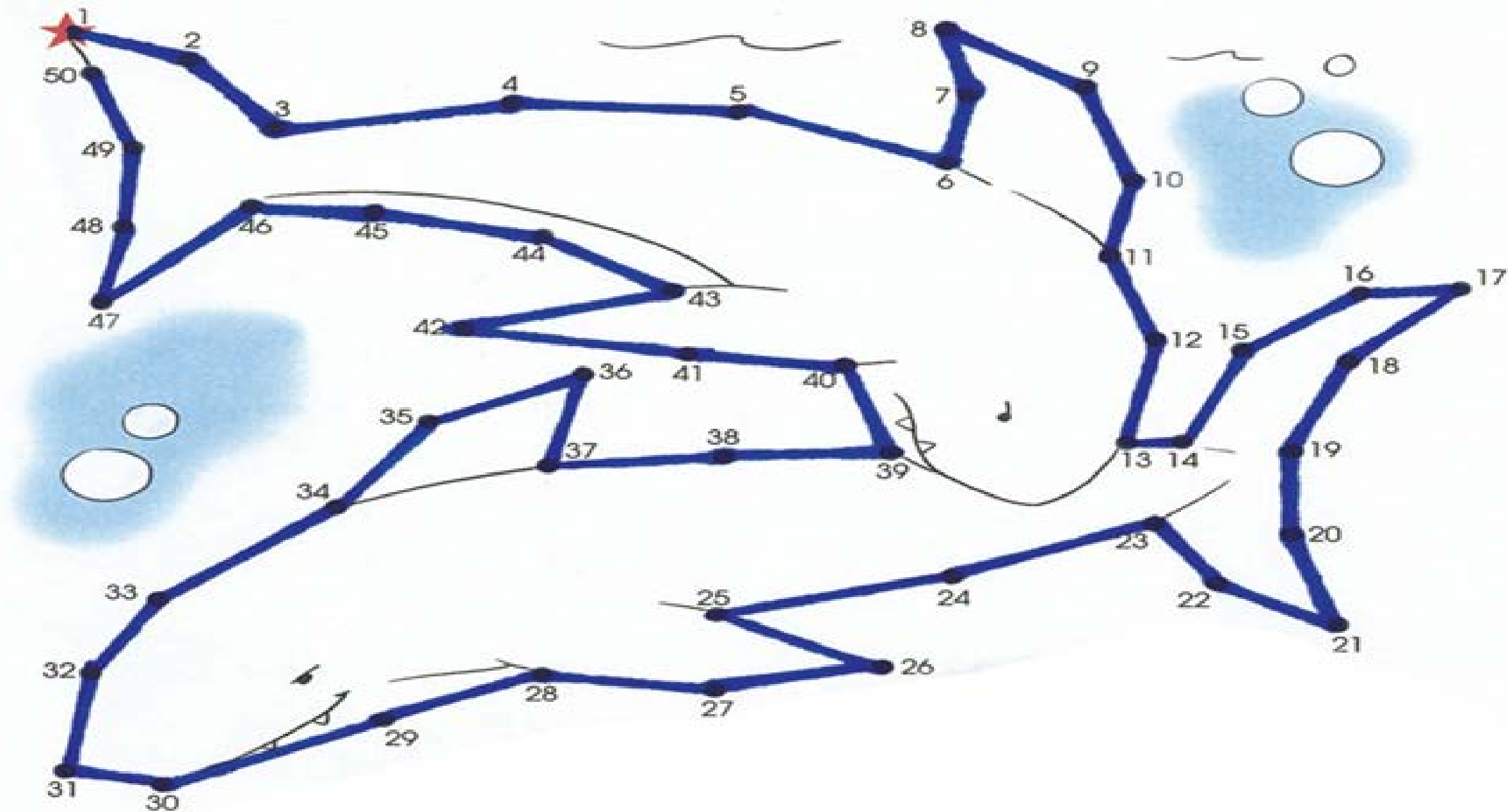
Selling - Rule #1



Start at the star ★. Color the picture.



Connect the dots from 1 to 50.
Start at the star ★. Color the picture.

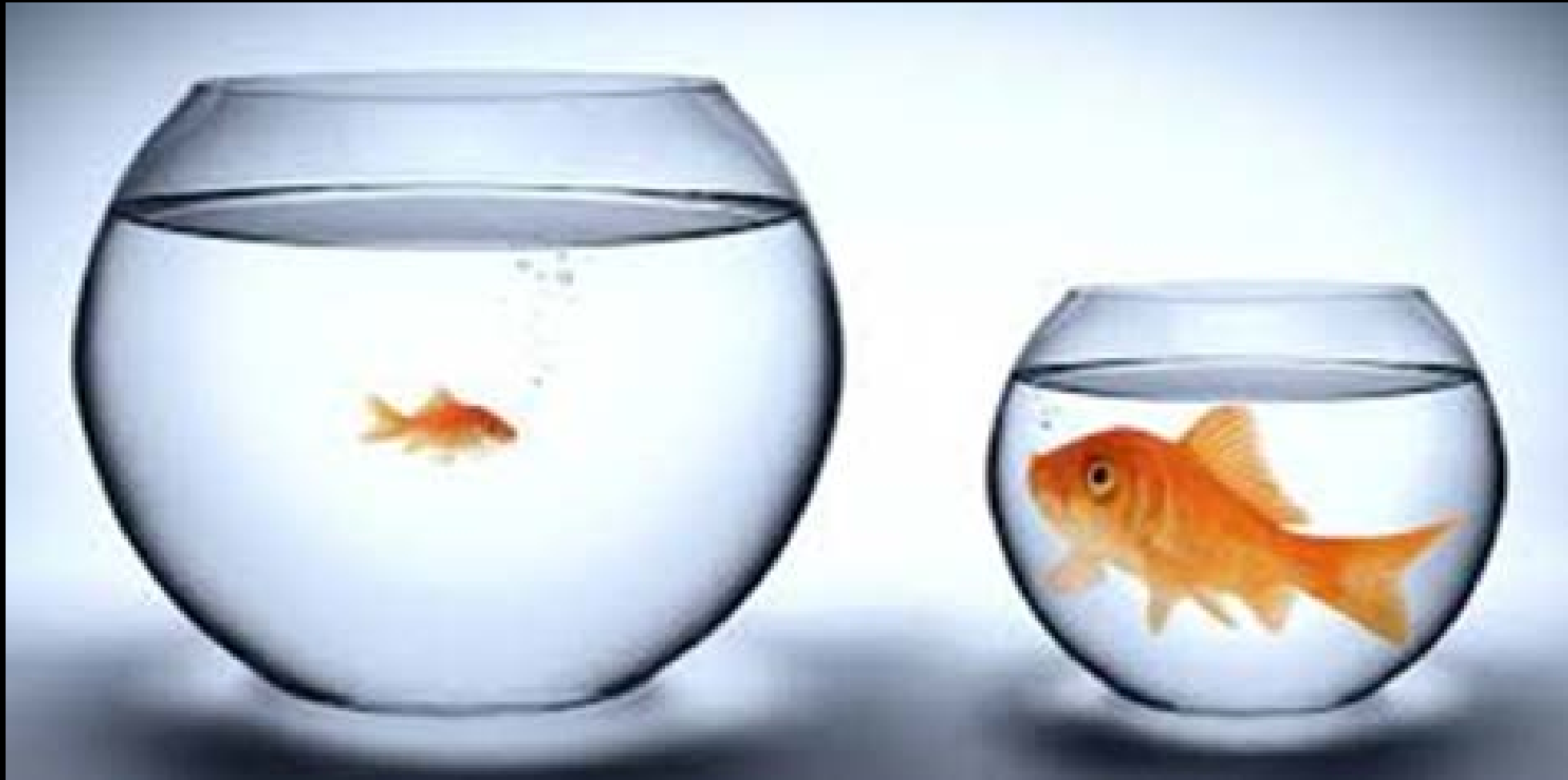






“A picture is worth a thousand words”

Customer Service - Rule #1



One
Size

does

Not

fit

all!



“Exceeding expectations is where satisfaction ends and loyalty begins”

~ Ron Kaufman



Ecco Gift with Purchase Kit



Gift with Purchase Kit

Roger Williams Zoo Development Campaign



Globoforce Employee Welcome Kit

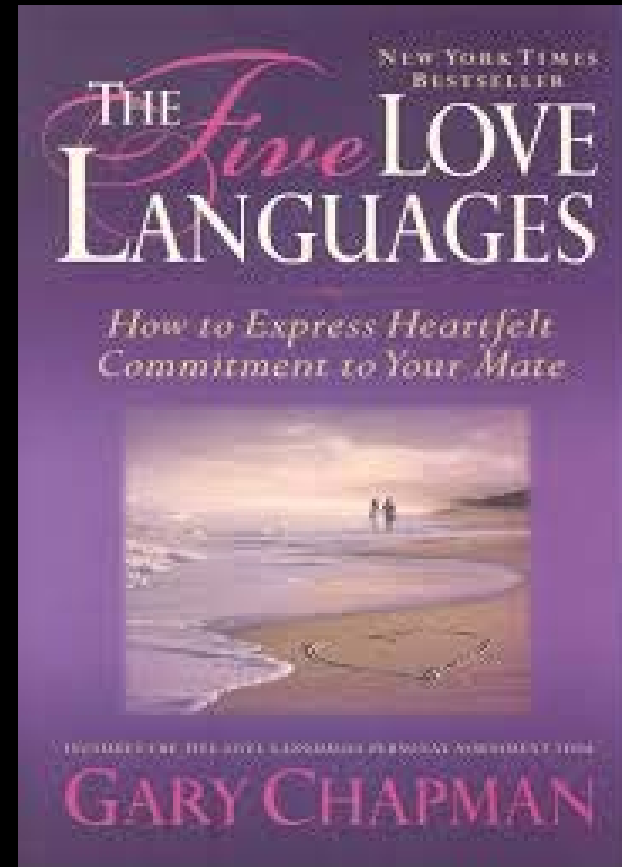


Micralabs Employee Recognition Kit



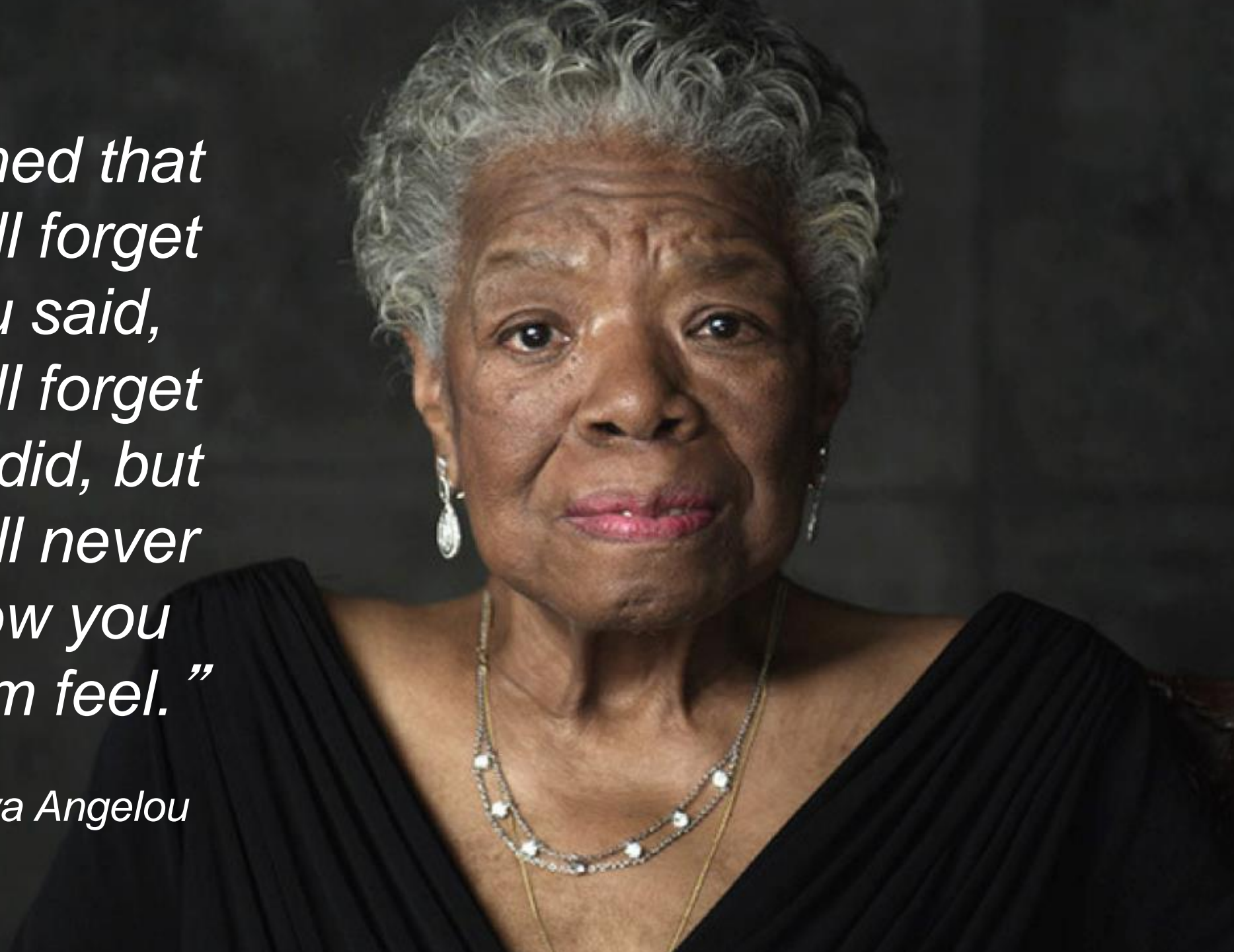
Understanding & Exceeding Expectations is the Key to a Successful Relationship

1. Acts of Service
2. Receiving Gifts
3. Words of Affirmation
4. Quality Time
5. Physical Touch



*“I’ve learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel.”*

~ Maya Angelou



We waited
30 min
NO SERVICE

Successful Relationship Management



You

- Generate \$\$\$ Revenue
- Improve your reputation
- Create a loyal advocate



Them

- Expectations Exceeded
- Memorable experience
- Something to share



*“Your customer doesn’t care how much you know
until they know how much you care”*

~ Damon Richards