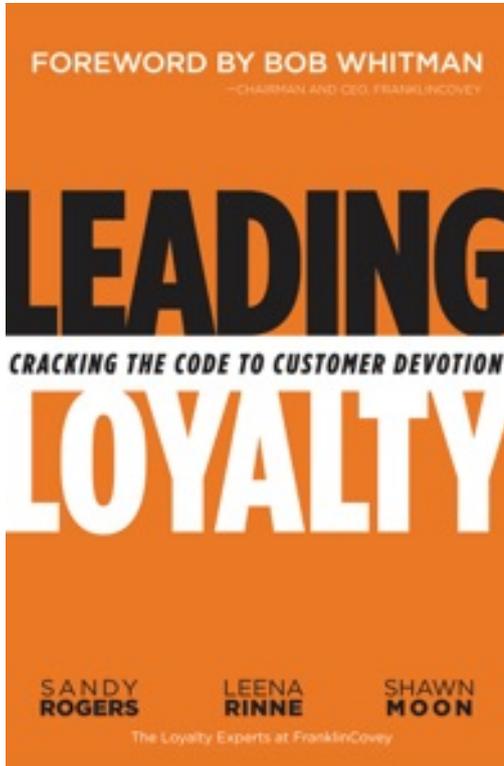


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To thrive in today's economy, it's not enough for customers to merely like you. They have to love you. Win their hearts and they will not only purchase more—they'll talk you up to everyone they know.

But what turns casual customers into passionate promoters? What makes people stick with you for the long haul?

The industry experts at FranklinCovey set out to unlock the mysteries of gaining the customer's loyalty. In an extensive study that involved 1,100 stores and thousands of people, they isolated examples that stood out in terms of revenues and profitability. They found that these "campfire stores" burned

brighter than the rest thanks to fiercely loyal customers and the employees who delight in making their customers' lives easier.

Now Fierce Loyalty reveals the principles and practices of these everyday service heroes—the customer-facing employees who cultivate bonds and lift revenues through the roof. Full of eye-opening examples and practical tools, Fierce Loyalty helps you infuse empathy, responsibility, and generosity into every interaction and:

Make warm, authentic connections
Ask the right questions
Listen to learn
Discover the real job to be done
Take ownership of the customer's issue
Follow up and strengthen the relationship
Share insights openly and kindly
Surprise people with unexpected extras
Model, teach, and reinforce these essential behaviors through weekly team huddles

It's time to invest in building loyalty. Even small improvements mean a big boost to your bottom line...and improves your business overall.

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