

# Know How to Create Customer Relationships- July 2016

## CHAPTER MEETING AGENDA

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<b>BEFORE</b>	<p><u>1 to 2 weeks before:</u></p> <ol style="list-style-type: none"> <li>1. Remind members (text, email, social media) of the place and time of the meeting.</li> <li>2. Print copies of the <i>Small Group Outline</i> below (to be given to each group leader at the meeting).</li> </ol> <p><u>20 minutes before:</u></p> <ol style="list-style-type: none"> <li>1. Arrange chairs to promote interaction in small groups.</li> <li>2. Ask people in advance to offer prayers, conduct hymn, and be a timekeeper.</li> </ol>
<b>BEGIN</b>	<p>(10 min)</p> <ul style="list-style-type: none"> <li>• Welcome all to the meeting. Ask new members to introduce themselves.</li> <li>• Announcements:</li> <li>• Hymn:</li> <li>• Prayer:</li> </ul>
<b>SUPPORT</b>  Review Follow-up Celebrate	<p>(10 min)</p> <ul style="list-style-type: none"> <li>• <u>Review</u> last month's meeting by asking members what they learned from "Sell what people will buy."</li> <li>• <u>Ask</u> members to report their progress on using these principles. Mention your own progress.</li> <li>• <u>Celebrate</u> their progress with applause.</li> </ul>
<b>TRAINING</b>  Introduction  Case Studies  Problems  Solutions  Reports  Commitment	<p>(15 min) <b>INTRODUCTION</b></p> <ul style="list-style-type: none"> <li>• <u>Present</u> this month's topic: "Know how to create customer relationships that LAST"</li> <li>• <u>State</u> the objective (see the <i>Small Group Outline</i>) and write it on the board or a large piece of paper.</li> </ul> <p>(15 min) <b>CASE STUDIES</b></p> <ul style="list-style-type: none"> <li>• <u>Share</u> the following case study with members. Ask them to look for ways that Phillip tries to create customer relationships that last.</li> </ul> <p>Philip has been running a bottled water-distributing business for about six years. He has about 60 customers who buy from his store on a weekly basis. Because he has a weekly average revenue of 9,120 pesos, he knows that each of his customers brings about 152 pesos of business each week. Philip is constantly trying to attract new customers to his business. But because he also knows how hard it is to attract new customers, he focuses his time and energy on keeping his current customers. Philip caters to their every need while they are in his store. He greets them in a friendly way, tries to remember their names, carries their water purchases to their bicycles or cars, and even offers to deliver the water to the home or business of his best customers. He encourages his two employees to do the same. By showing his customers that they are important to him, Philip is able to take good care of his business' most valuable asset: its customers. (WTANJ, 38)</p> <ul style="list-style-type: none"> <li>• <u>Ask</u> the following questions:              What is Phillip doing to create lasting customer relationships?              What have you done in your business to create this type of relationship?</li> </ul> <p>(30 min) <b>GROUP WORK</b></p> <ul style="list-style-type: none"> <li>• <u>Divide</u> members into groups of five or six. Assign a group leader for each group. Give each group leader a copy of the <i>Small Group Outline</i>.</li> <li>• <u>Have</u> the groups do the Group Task. This task asks group members to decide if 7 principles of customer relationships apply or do not apply to 3 case studies.</li> </ul> <p>(15min) <b>REPORTS</b></p> <p><u>Re-assemble</u> and ask members to share which of the 7 principles apply to the 3 case studies. Then ask them to share what principles they will apply to have better relationships with their own customers.</p> <p>(10 min) <b>COMMITMENT</b></p> <p><u>Give</u> members time to individually ponder and write down a plan of how they will create customer relationships that last. Invite them to share their plans with their group. This is the time when members give support and ideas to make their plans more successful. Invite members to share their plans.</p>
<b>CLOSE</b>  Announce next meeting Offer thanks	<p>(5 min)</p> <ul style="list-style-type: none"> <li>• Announce the next meeting is on "Know why customers buy from you." Indicate the time and place.</li> <li>• Close with an inspirational story or scripture related to the topic.</li> <li>• Prayer:</li> </ul>