

Anticipation Guide – Client Retention: Services, Techniques and Resources

Prior to the start of this lesson, place a check mark by each statement you THINK is true. At the conclusion of the lesson reread each statement and place a check mark by each statement you KNOW is true. Provide information that PROVES other statements are not true. You may use the back of this sheet if additional space is needed.

Knowledge before the lesson	Statements	Knowledge after lesson
	1. If clients have a great experience at a business, they are more likely to return and become repeat customers.	
	2. Using a client's name acknowledges their identity and boosts their self-esteem.	
	3. When communicating with a client, focus on the problem and not the client.	
	4. Good posture is important to all employees.	
	5. The location is not a contributing factor in determining how successful a business will be.	
	6. Customer service with the use of a mobile device should be a priority for any business.	
	7. Sharing information is a critical factor in delivering the best possible service to clients.	
	8. Remember, the customer is sometimes wrong so argue or take up opposition with a customer's view.	