

CUSTOMER BRANDSHIPS™

How to Build Unshakeable Loyalty

45-90 minutes or breakout session

Your customers want badly to find businesses they can trust, but most businesses give them few reasons to do so. We are in a full-blown trust crisis, and that creates an advantage for you if you know how to earn what customers are reluctant to give.

Customer Brandships™ are the business version of friendships. They are built through familiarity, consistency, shared values, honesty, and the feeling that someone actually knows and cares about them.

In this session, consumer behaviorist and business truth-teller Shawna Suckow will show you how to Out-Human the Competition™ by replacing polished promises with believable proof, creating more personal customer experiences, and removing the small trust-breakers businesses often overlook.

You'll learn how to turn transactions into relationships, occasional customers into regulars, and satisfied customers into people who recommend, defend, and rave about your business.

 **BOOK THIS SESSION**



YOUR AUDIENCE WILL BE ABLE TO:

- ✓ Recognize the behaviors and business practices that weaken customer trust.
- ✓ Find overlooked trust-builders and trust-breakers throughout the customer experience.
- ✓ Apply simple ways to Out-Human the Competition™ through more personal interactions.
- ✓ Turn everyday transactions into relationships that encourage loyalty and referrals.

THIS IS PERFECT FOR:

- ✓ Business owners and sales teams that want customers to remember more than features, facts, and prices.
- ✓ Sales, entrepreneurship, marketing, and customer experience tracks.
- ✓ Businesses of any size looking to understand, stand out, and connect better with today's customers.