

Customer loyalty: How to earn it how to keep it

In this book, Jill Griffin outlines the seven stages of customer affinity, beginning with the potential customer – or “suspect” as Griffin call him – through the stages of first time customer and repeat customer, and ending with the loyal advocate. Griffin offers strategies for recognizing which customers have the potential to become a firm’s advocates and advice on how to move these customer from one stages to next stages. Whether your business is small or large, product or service based, your success depend on building a loyal clientele.

