



# Positively Actionable 2nd & 4th Weds 9:30 - 11am BUSINESS EDUCATION





## Customer Karma

### Lifelong Customer Loyalty

Wed, Sep 27, 9:30 - 11

Speaker:  
Arjun Sen of ZenMango

emcee Paul Soucek  
coordinator Linda Frelstedt  
media Zoe DeVito  
social media Laura Pence Attencio  
founder Dru Shockley

info:BoostBizEd.com

**Wednesday, September 27, 9:30 - 11am**

DaVinci Institute, 9191 Sheridan Blvd., 3rd Floor, Westminster, CO

## Customer Karma Lifelong Customer Loyalty

**Create Genuine, Life-long Customer Relationships & Increase Revenues with Customer Karma**

Customer Karma will enlighten biz owners about the concept of Karma and how it is critical to building happy, long-term, profitable customer relations.

The #1 challenge for most companies is how to be profitable without a big marketing budget. An average brand loses 25% of its customers every year. You must attract 30% more customers to get a net 5% increase in profit. What if you could reduce your losses to 20%, immediately doubling profits to 10%?

Customer Karma focuses on “building relationships” one customer at a time. It illustrates how you can significantly increase your “per-store sales” by focusing on **only one additional** customer per week. It will forever change the way you view your customers.

Look at brands with a clear lens. See your brand from the eyes of the customer and see the important and mission-critical factors that brands often miss. Develop a clear strategy to grow your business immediately and over the long-term. Via proven strategies and case studies, reflect on why some of your strategies have not been successful and reexamine what is truly important to customers, from their perspective. This thought-provoking, often comical, presentation will generate real ideas you can implement immediately, with little or no financial investment.



Boost Biz Ed Westminster meets on 2nd & 4th Wednesdays, 9:30 - 11am

At Boost Biz Ed actionable business educators share practical insights with an action-ready audience of business owners and professionals. Actionable education is information and insight that is immediately applicable for business improvement.

Our workshops are also captured via **Facebook Live** and shared via **YouTube**.