



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

How To Retain Customers

Thursday 12 December 2019, 9.30am-12.30pm

With rising expectations and increasing competition and choice, customers are becoming more discerning.

It costs five times as much to attract a new customer than to keep an existing one therefore the first rule of any business should be to retain customers, build a loyal relationship with them, and thereby avoid customer acquisition costs.

At the workshop learn how to retain customers by making the best use of limited resources to deliver the best possible service and invest wisely to adapt to rapidly changing customer behaviour including communicating via social media.

- What is 'Modern Customer Care'?
- Making it easy for Customers to Engage
- Deliver exceptional customer care
- Adapting your service/product to your customers
- Adapting your customers to your service/product



Speaker Stephen Smyth has been a business coach, corporate trainer and public speaker for almost 15 years. Originally working as a scientist, he completed research investigating how to motivate staff towards exceptional performance. Now as a Director of 2000 Weeks Ltd, he specialises in helping SMEs and start-ups maximise their long-term productivity by getting the most out of their people.

Venue: Antrim Civic Centre, 50 Stiles Way, Antrim, BT41 2UB

Cost: Free Event (breakfast baps included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

The LEAN How To Workshop Series Continues....

Optimise Your You Tube Channel

Michelle Connolly, Profile Tree
21 Jan 20, 6-9pm, Antrim Civic Centre

Recruit The First Or The Best

Labour Relations Agency, Stephen Smyth
& Sandra Young
11 Feb 20, 9am-3pm, Mossley Mill

Utilise Influencer Marketing

Niamh Taylor, Digital24
10 Mar 20, 9.30am-12.30pm, Old Courthouse

Interested in attending?

Phone Kim on 02890 340434 or email including name, business name and location events@antrimandnewtownabbey.gov.uk

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of this workshop places will be limited to Antrim and Newtownabbey businesses.