



# Good Customers are Worth Their Weight in Gold

## *How to Hang on to the Good Customers & Fire the Bad*

Wednesday, April 25, 2012

11:30 am– 1:30 pm

Women's Business Center

114 West Parrish Street

4th Floor– Training Room

Durham, NC 27701

**FREE SEMINAR**

**Contact Information**

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Register On-line

[www.ncimed.com](http://www.ncimed.com)

**In Partnership with Durham Technical  
Community College**

What Characterizes a great customer? Is it merely that they pay on time, or is it more than that? Is there relationship between a great customer and the bottom line of your business? What are the strategies for turning good customers into great customers? And, is it ever appropriate to fire a customer?

This seminar addresses key strategies for improving business/customer relations and revenue production, getting referrals from great clients that lead to increased business, and creating loyalty among customers for the highest possible profits. In today's tough economic times, it's more important that ever to hold on to great, loyal customers.

**Presenter: Sara Levitt , Business and Life Coach**



Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.