

**Client Loyalty
Accelerator**

aka Client Survey

Client

Loyalty

Accelerator

ZERO

ZClient

ZCpDVM

ZCGrownChildren

ZCOtherFamily

ZCFriends

ZCWorkmates

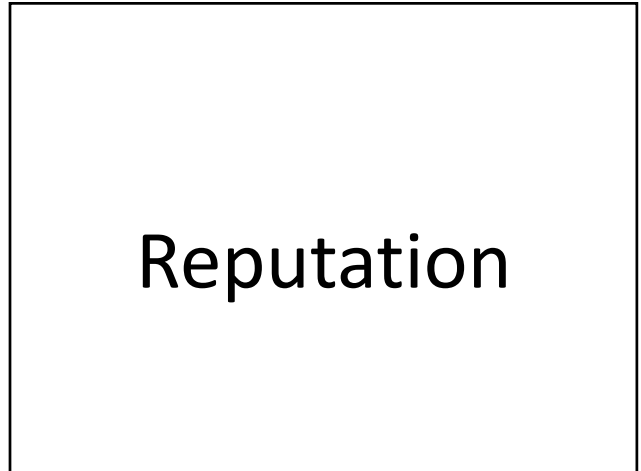
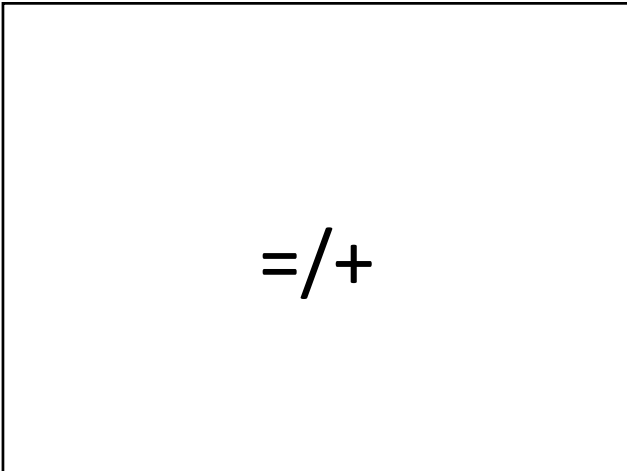
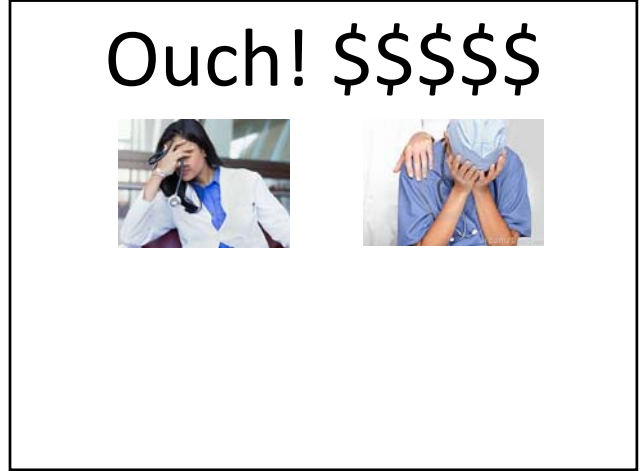
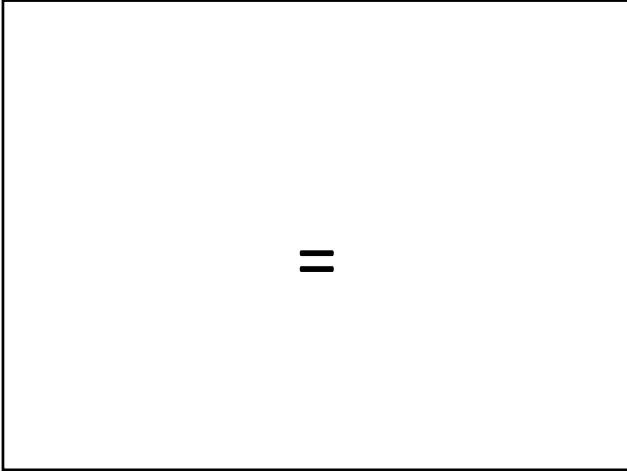
ZCAnyoneWhoWillListen

ZCFriendsOfAllAbove

AverageTransaction

X

ClientsGaveZeros



Medicine

Reputation

ClientService

Reputation

Prices

ZerolsUnacceptable!

Recovery

=

Reputation!

And...

Wheee!!!



Detractors 1-6

Passives 7-8

OneMoreTime

Before you nod off...

We've learned the following...

The zero client – the client
who says they will never
return CAN be recovered

If you don't know this, you
haven't tried or don't have
the skill to make it happen

If you haven't tried, uh, try:
it's that simple

If you don't have the skill,
hire the skill

Hand-holding is involved,
so get over it

Typical Client in his Youth



Typical Client Aged 30 Years

