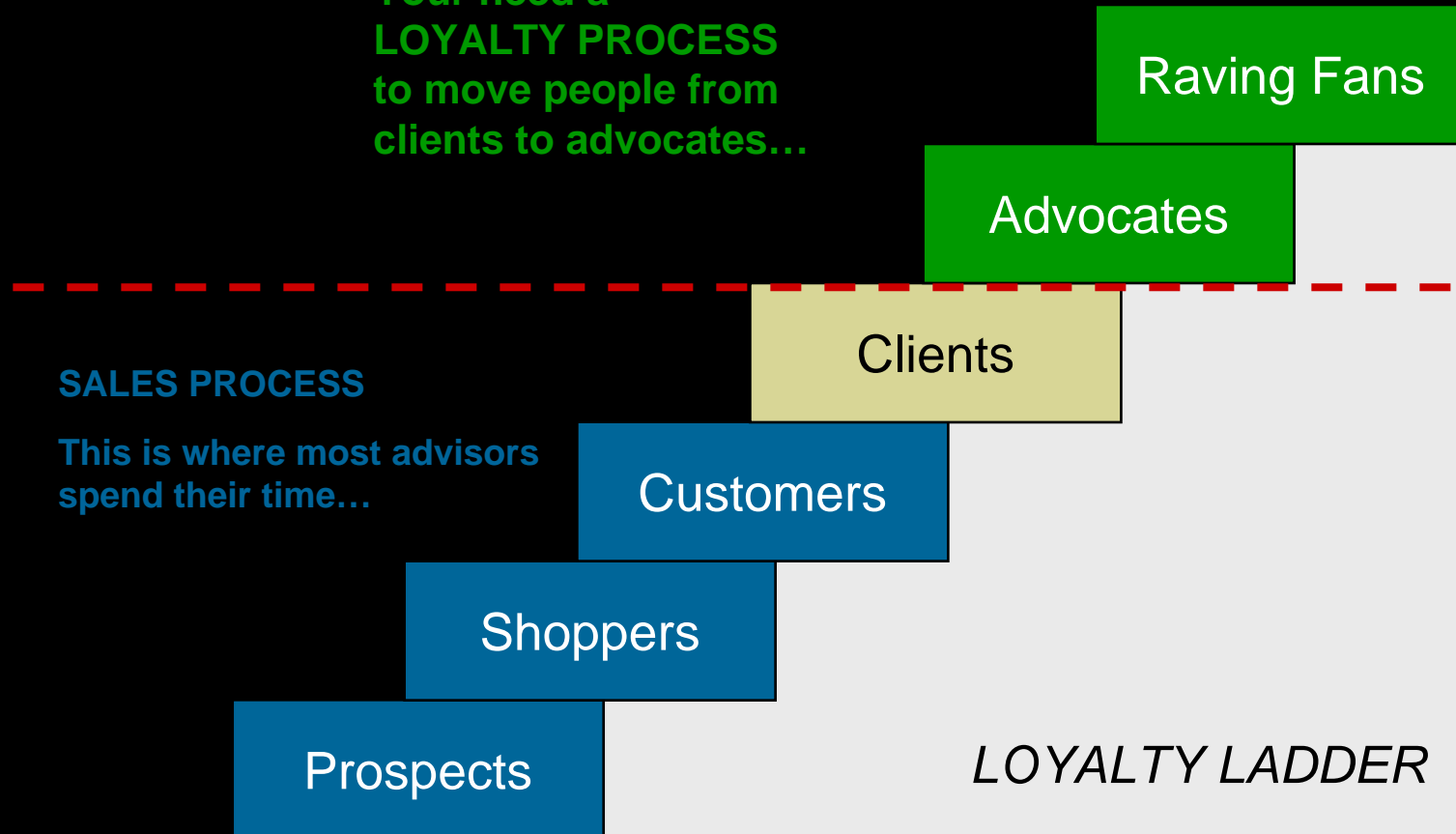


Turning Clients Into Advocates

**How to Get More and Better
Referrals from Your Best Clients**

**Stephen A. Saenz
Copernicus Partners**

Your need a
LOYALTY PROCESS
to move people from
clients to advocates...



*Used with permission. Adapted from Up the Loyalty Ladder, By Murray and Neil Raphel Raphel Marketing, Atlantic City, NJ | www.raphel.com

Your Loyalty Process feeds your business...

FINDING



GRINDING



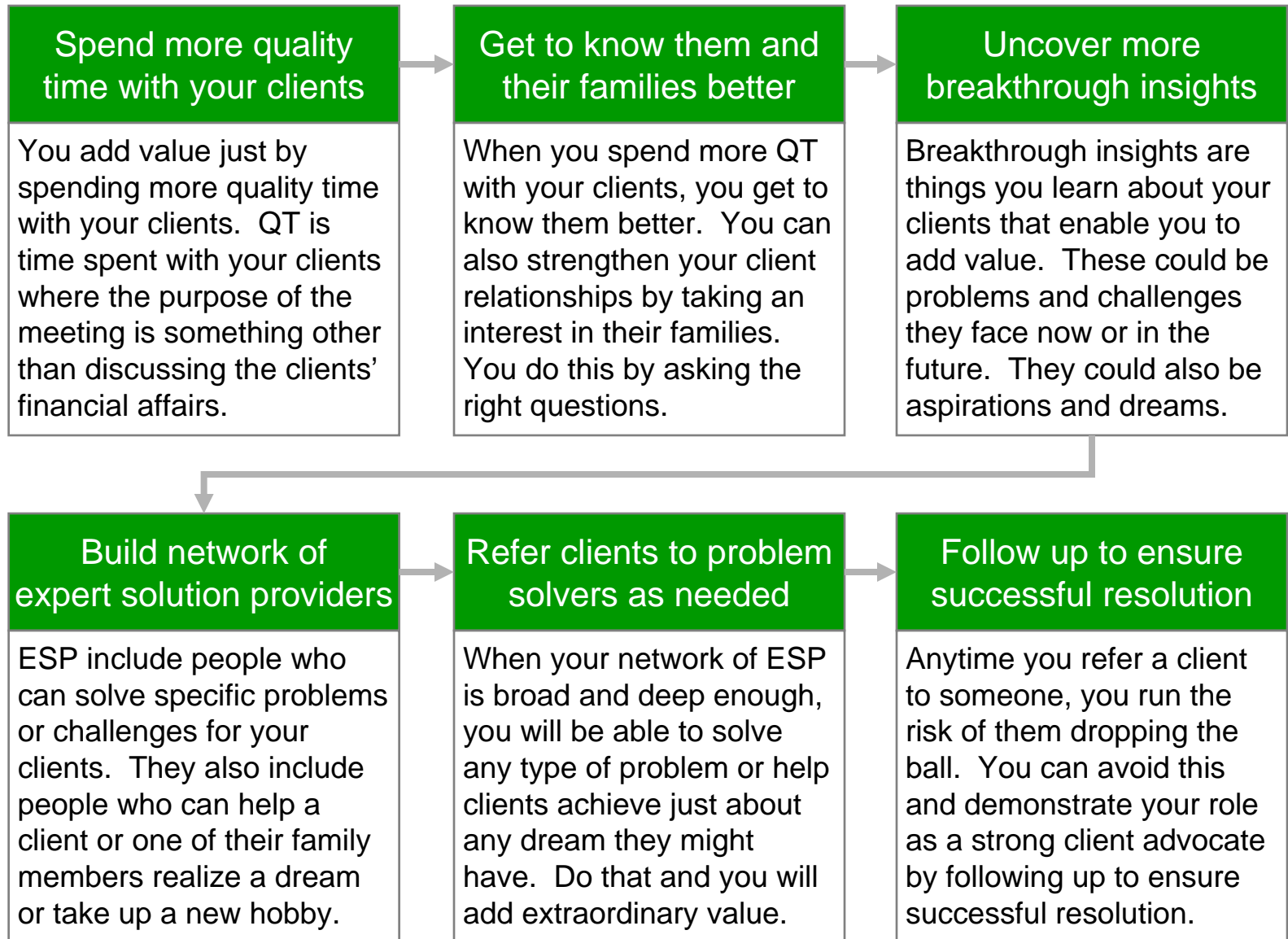
MINDING

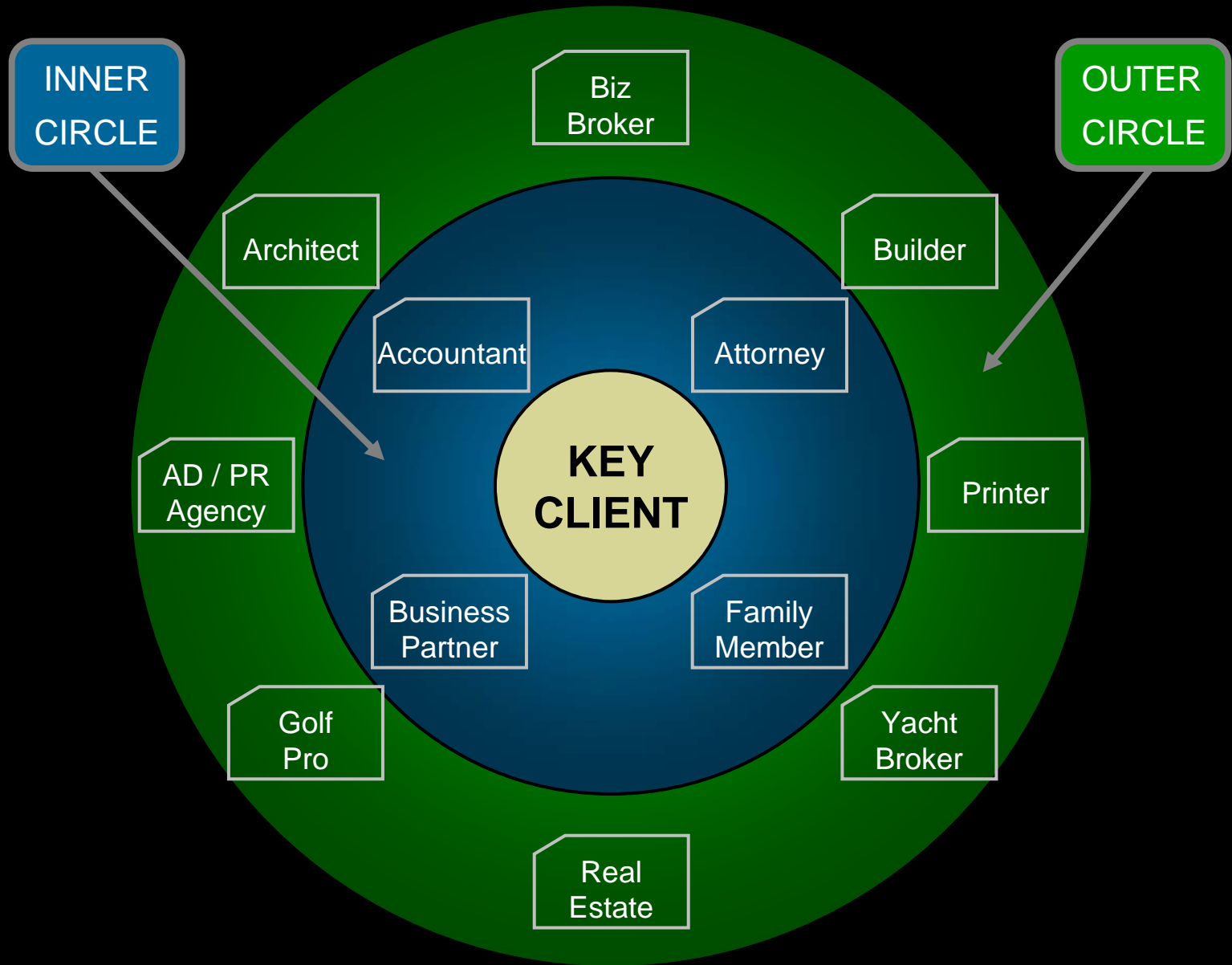


If you want your clients
to become stronger
advocates of yours,
you first have to become a
stronger advocate of theirs!

1. Advocacy begets advocacy. When you become a stronger advocate for your clients, they will become stronger advocates for you.
2. Advocacy is a function of loyalty. You create advocates by building loyalty.
3. You build loyalty by adding tangible value.
4. You add tangible value by solving problems. The more problems you solve, the more value you add to your relationships with your clients.
5. You solve more problems by getting to know your clients at a deeper level. When you get to know clients at this level, you uncover breakthrough insights about them and their families.
6. You get to know your clients at a deeper level by spending more quality time with them.
7. What you say matters little. It is what you do that counts. Actions speak louder than words.
8. In a relationship business, those who build and maintain the best relationships will win the war.







Lifetime Value of A Loyal Client

COPERNICUS PARTNERS

