

Insider Secrets To Build a Million Dollar Info/Membership Business Within 12 Months -- With Robert Skrob

The article revolves around Robert Skrob's insights on building successful customer relationships, avoiding common mistakes, and sustaining successful habits for relationship management.

It's important as maintaining strong customer relations determines the success of many businesses.

The exercises benefit readers by providing a practical framework to apply Skrob's expert advice on enhancing their customer relationship management skills.

Quote to remember from the Interview

"You're not going to substitute an online ticketing system for a real meaningful relationship."

What You'll Learn From the Activity

The activities will help the audience practically implement Skrob's advice, allowing greater understanding of their current customer relations practice and discovering paths for improvement. They will facilitate insightful reflections, actionable steps and foster a mindset ready for continuous improvement.

Activity

Reflect on your current customer relationships - are they as meaningful as you would like them to be?

List three current practices you use for communication with your customers.

On a scale of 1-10, how would you rate your communication practices, and why?

How do you fulfill your customers' expectations, and how could you improve?

Identify a situation where personalised contact (rather than an automated process) could have saved a customer relationship.

Multiple choice: According to Robert Skrob, which one is critical for building successful customer relationships?

- a) Online ticketing system
- b) One-time customer interactions
- c) Communication, agreement, and fulfillment

Fill in the blank: "_____ often stem from overlooking the human component."

True or false? Apologies from a call center maintain the human touch in customer relationships.

List two routine practices you employ in servicing your customers.

Rate your commitment to continuous improvement in your customer relationships, and jot down one way to improve it.

Identify a starting point for improving your customer relationships.
Reflect on a disciplined habit that you have and how it contributes to your success.

How might you implement lessons learned from previous customer interactions? Provide one example.

Based on the phrase “take action as it’s the secret sauce to results,” list three actionable steps you can take to improve your relationships with customers.

Reflect on a task in your customer relationship management that would be more effectively delegated.

Write a short plan on how to delegate this effectively.

How does fulfilling customer expectations tie into your business's overall objectives?

Robert Skrob emphasized the importance of starting where you are. How will you incorporate this into your strategy moving forward?

Multiple choice: Which of the following, according to Skrob, holds the key to success?

- a) Random actions
- b) Disciplined habits
- c) Occasional customer interactions

What is a significant takeaway from Robert's discussion for you, personally? Reflect and write a paragraph on this.

True or False: Continuous improvement outweighs “let’s just get this out” mentality.

Complete the sentence: For better member engagement, I must

_____.

List down two key mistakes you believe you're currently making in managing relationships with your customers.

What steps will you take to rectify these mistakes?

How can you ensure that standards are maintained even when tasks are delegated?

What tools do you currently use to manage customer relationships, and how effective are they?

Do you regularly seek customer feedback? Reflect on how this could be beneficial for improving relationships.

Fill in the blank: To cultivate meaningful relationships with customers, I need to focus more on _____.

What is one habit you can commit to developing over the next month to improve your customer relationships?

In your own words, explain the importance of cultivating and maintaining customer relationships based on this article and your own experiences.