

Layers of Loyalty

How to Create Raving Regulars and Make Them Return Soon and Often

In these highly competitive times, it is more important than ever not only to attract new customers, but to hold on to customers and drive loyalty and frequency among those you already possess. While first time, or "trial" visits can be driven by anything from advertising to location, there are certain effective, tested tools and tactics that can be used to encourage Guests to come back soon and often to your restaurant.

In this idea-packed session, best-selling author Tim Kirkland will share dozens of impactful suggestions on how to drive brand affinity and Guest frequency including:

- **The 4 different types of regular customer, why they're important and how to keep them coming back**
- **How to teach your crew to treat their section as their own start-up business and the value of finding and hanging on to their own customers**
- **The 10 skills every Manager and Front-of-House team need to master in order to develop a fiercely loyal clientele**

In addition, Tim will share valuable insights on how to use emerging technologies and techniques to develop Guest loyalty that will:

- **Empower consumers to express themselves through their connection to your brand**
- **Establish an open two-way dialogue with consumers through Branded Social Networking**
- **Cause Regular customers to become loyal, engaged brand champions**
- **Engage customers and learn what loyalty features appeal to them and remember their preferences**
- **Create viral, word-of-mouth campaigns**
- **Establish a long-term relationship with consumers while attracting new ones**
- **Engage, promote, and reward your Guests for their business**

The Layers of Loyalty seminar is available in Keynote (1-2 hour), and Half-Day workshop formats. All of our seminars are custom-tailored to suit your organization's culture, needs and goals.



For specific rates and dates, please email info@renegadehospitality.com or call 303-635-6458.

