




Time	Suggested Remarks	Icon	Tips/Notes
15 min	<p>Why Do Customers Leave a Business?</p> <p>Refer participants to page 6 in their workbook, Why do customers leave a business?</p> <p>Ask them to complete the exercise working alone or in pairs.</p> <p>Debrief the exercise by calling on several participants to reveal their guesses.</p> <p>Tell the group the actual answers:</p> <ul style="list-style-type: none"> 1% Die 5% Develop other relationships 10% Switch to a competitor 14% Dissatisfied with product 68% Upset with the treatment received <p>Ask participants for their reaction to the results.</p> <p>Ask: What are the implications of the results?</p> <p>Say: (or use your own story)</p> <p>What does this mean for our credit union? If 68% of people are upset with the service they received, that presents us with a huge opportunity to not only influence our member's perceptions, but to retain more of our members. We're not even talking about selling anything to them at this point—we're talking about keeping members for life.</p> <p>Complete the debrief by emphasizing:</p> <ul style="list-style-type: none"> ▪ You have the power to influence the members' perceptions. ▪ This training focuses on improving your ability to positively influence members. 	  	<p>Why Do Customers Leave a Business? P 6</p> <p>Tip: Ask participants to share which is the highest percentage, 2nd highest, etc., rather than providing actual percentages.</p> <p>Note: This is why sales and service is so important to our credit union.</p>