



Cathy Hammer & Associates  
Workshops for Professionals

# From Satisfaction to Advocacy:

Three steps to growing your  
business by aligning with your  
clients.



## Workshop Description

We all know that the least expensive way to grow our business is by leveraging our existing client base. Many of us conduct satisfaction surveys to gauge how we are doing. Statistically, 85% of clients who say they are satisfied also say they are willing to try your competition. In this session, you will learn three tips for tuning in to clients who are merely satisfied with your services and turning them into advocates for your work, providing you with repeat business and incredible word-of-mouth advertising.

## Workshop Structure

Recommended audience: Business owners, account managers, sales teams, front line staff, anyone involved with the client experience

Time Frame: 90 minutes to 2 hours

Format: Small group exercises, Q&A, optional slides. In house, this workshop serves as an introduction to brand experience planning and coaching.

## Objectives

- Build your brand and reputation by managing key factors in the evaluation of your performance.
- Increase your ability to meet client needs by getting to know them on a deeper level.
- Enrich the client experience by consciously developing a communication strategy for key players.