

*James Kane*  

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jameskane

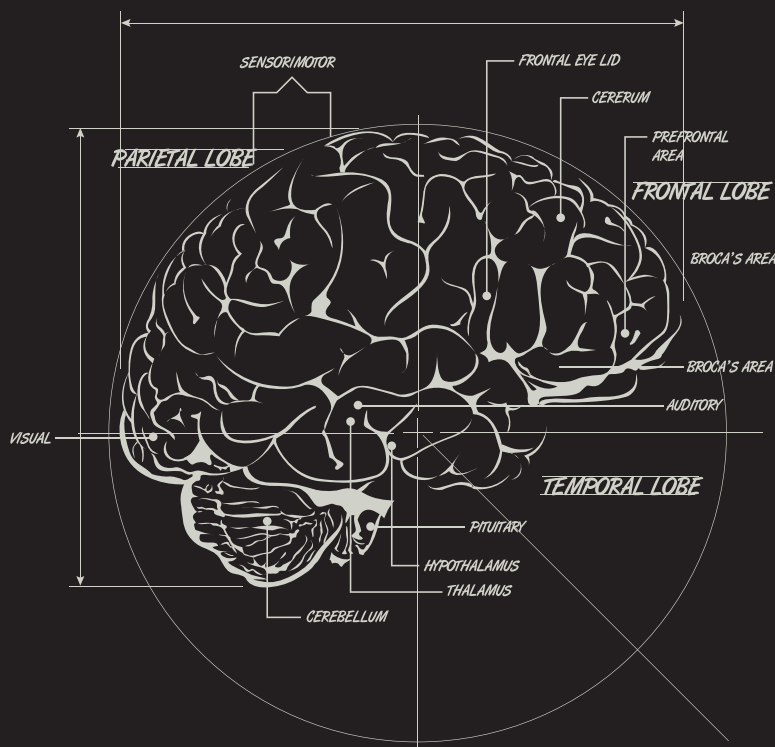
LOYALTY SERVICES

# IT'S ALL IN YOUR HEAD

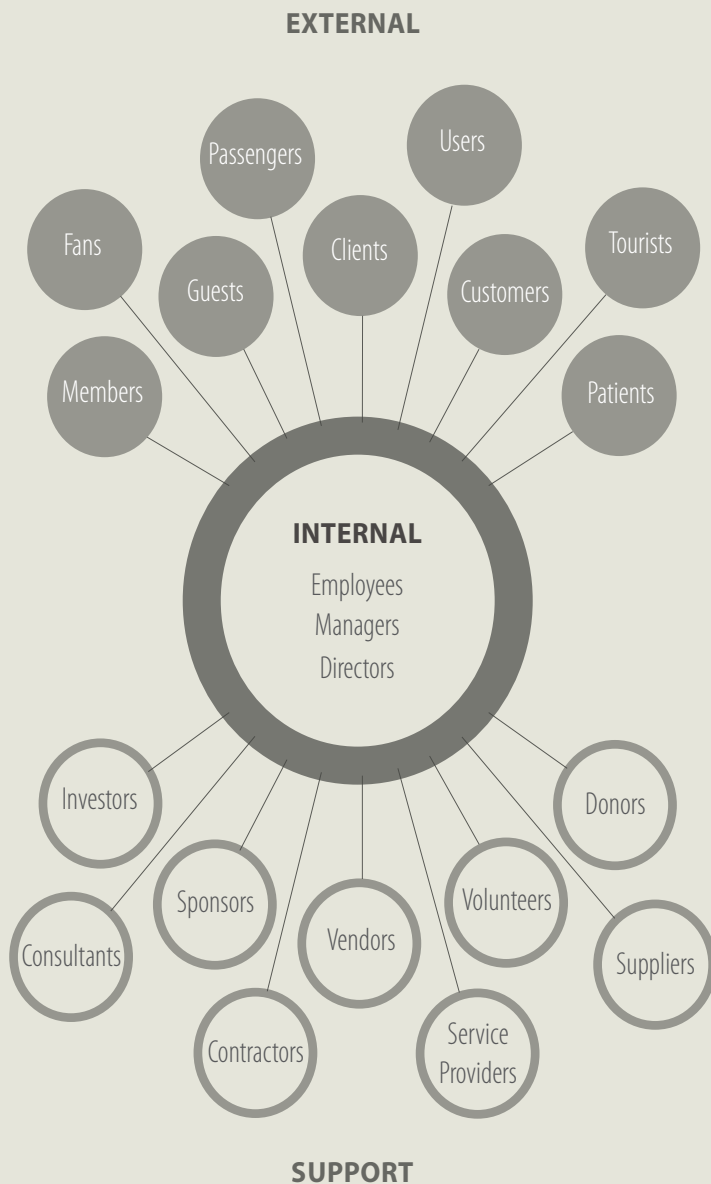
It's easy to understand why so many people are skeptical about the concept of loyalty. After all, we live in a world where the very idea of being exclusively devoted to any one person, organization, or cause is considered at best, pure fantasy, and at worst, delusional.

But loyalty is not some wishful, Pollyanna ideal invented by European poets in the Middle Ages. Nor is it the latest and greatest fad conceived of by clever marketing and advertising executives on Madison Avenue. True loyalty is a basic human survival mechanism that has been evolving in our brains for millions of years, right along side joy, fear, anger and love. It is part of our human nature and embedded in our DNA.

Through modern brain research, evolutionary psychology and behavioral science we now know that human beings *want* to be loyal. In fact, we subconsciously crave it, leaving our brains to actively seek it out by looking for those clues in others that tell us when we can be and when it is in our best interest. We all have the power to build truly loyal relationships in our business and personal lives. The key is knowing how to do it.



## BUILDING LOYALTY



As hard as it may be to believe, the people you do business with want to be loyal to you. They want to be dedicated to your organization and devoted to your cause. And the reason is simple. Their loyalty means that you have earned their complete trust and faith. It means that they believe in who you are, in what you can do, and in what you stand for. Most importantly, it means they feel like you have their best interests at heart and make their lives better, easier, more fulfilling and satisfying.

Now who wouldn't want that?

So every relationships you have - whether it be external, internal, or supporting -wants to be loyal to you. What is important to understand, however, is that they don't become loyal by you trying to change their behavior. They become loyal when you start changing your own. The services we offer help you do just that. We help you to understand the true and current status of your relationships, the keys to earning their loyalty, and the specific behaviors you need to consistently demonstrate to them in everything you do.

**LEVEL 1 SURVEYS + ANALYSIS**

Our Level 1 Surveys determine which of your relationships (external, internal, and supporting) are loyal, which are not, and most importantly, what you and your organization are doing or not doing to cause those results. Some things you will learn:

## External Relationship Survey

- *Which of your most important clients, customers, members, fans, guests, etc. are getting ready to leave you. And why.*
- *Which of those relationships are vocal advocates who proudly support you, your organization, and your cause. Which aren't*

## Internal Relationship Survey

- *Which of your key employees might soon take another job.*
- *What you can do to motivate everyone on your staff.*
- *Why some of your board members never support you.*

## Support Relationship Survey

- *Which of your suppliers and vendors will always give you the best quality and best price. And which ones won't.*
- *Which of your donors and sponsors would increase their financial support if you asked them to.*

**LEVEL 2 SURVEYS + ANALYSIS**

Our Level 2 Surveys take a deeper look at each of your relationships and identify the impact any underlying patterns, such as the length of the relationship, the number of interactions - both personal and online, the respondent's "value" to you and your organization, etc., may be having on your loyalty results.

## ASSESSING YOUR CURRENT RELATIONSHIPS

### Who's Loyal? Who's Not?

You may think you know exactly how all the relationships in your life feel about you, your organization, or your cause. But you don't know for sure. That's the problem with making assumptions about loyalty and commitment. You never find out the truth until it's too late. Until your most important relationships walk out the door and never come back again, leaving you to wonder why, what you did, and what you could have done to prevent it.

Utilizing a survey methodology that has effectively measured the relationship levels of more than 10,000 organizations around the world with a predictive accuracy of 96%, an important first step in the loyalty building process is assessing the status of your current relationships. What makes our loyalty surveys so effective is that they are not only descriptive in determining the overall health and condition of those relationships, but also prescriptive in that they provide a detailed analysis of what specifically you and your organization are doing (or not doing) to cause that condition and what you need to do to correct it. Knowing that someone isn't loyal to you is useful. Knowing why they aren't is essential.

## ANALYSIS

We assess your organization's current online experiences, including websites, blogs, e-commerce, social networks, etc. and identify the features and functions that are impacting the loyalty to your site (and therefore to your organization and cause) by your online community. This analysis can be supplemented with a survey of your online visitors to determine which of them are likely to stop using your site as an online resource, and more importantly, why.



## STRATEGIC PLANNING

After analyzing your organizations current online strategies, we can offer you specific recommendations that will help you retain your site visitors and increase their loyalty to your organization and cause. Our proposed strategies will be based on our experience and understanding of what makes someone loyal to an online experience. But they are also based on an organization's resources, including its budget and technical capabilities. A strong loyalty strategy doesn't require a lot of money or the latest and greatest Web technology. It simply needs to demonstrate those elements that make all of us loyal.

# EVALUATING YOUR ONLINE EXPERIENCES

## The Importance of Communities

I have some bad news for some of you. The most important and valuable relationships you have are deciding whether they should continue doing business with you based on the online experience you create for them. I say that's bad news for some of you because the online experiences you have built don't have a chance in the world of creating a loyal relationship. What's worse is that those valuable relationships won't have a hard time finding a better alternative. They will type in a few search words, make one click, and "poof," they're gone, never to be heard from again. Luckily, the good news for you is that the science of loyalty is exactly the same for online relationships as it is for personal ones. The loyalty behaviors you need to demonstrate to the living, breathing humans sitting in the same room with you are exactly the same as the loyalty behaviors you need to demonstrate to the living, breathing humans sitting at a desk in their home or office staring at a computer screen. All you need are the skills, the training, and the insight into how to do that. And that's where we can help. We aren't programmers, web designers, or application builders (you will have to find those people on your own). But we do know what your relationships want and need from their online interactions with you. They want to be part of a community that can add real value to their work and to their lives. The challenge for you is building that kind of community around the services and products you offer.

**LOYALTY 101**

This workshop introduces participants to the fundamental building blocks of loyalty and demonstrates the strategies and techniques they will need to develop in order to create long-term, loyal relationships.

**COMMUNICATING LOYALTY**

The way we communicate with others has an enormous impact on whether or not we are able to build a loyal relationship with them. This session shows participants how to demonstrate specific loyalty-building behaviors in all your media and communication efforts.

**VIRTUALLY LOYAL**

This workshop shows participants how to build loyal relationships online, or when they have limited or no direct, personal contact with their audience.

**LOYAL NEGOTIATIONS**

Any type of negotiation can put enormous strain on a relationship. When your goal is to create and maintain long-term loyalty with your relationships, you need to know how to negotiate agreements where everyone feels like they won. This workshop introduces participants to these special negotiating techniques that can (and should) be applied to any bargained or mediated agreement.

## MOTIVATING AND EDUCATING YOUR STAFF

**1-Day Workshops**

I don't think I've ever given a speech where someone didn't come up to me afterwards and say, "I really enjoyed your talk and found it very interesting, but I wish you would have spent more time talking about \_(blank)\_." (Blank) always turns out to be a wide range of topics. Sometimes, they wanted more time spent on the individual building blocks of loyalty. Other times they were curious about how to build loyalty with specific relationships, like clients, or employees, or volunteers. And still others would ask about how they could demonstrate loyalty in certain difficult situations, such as a negotiation or a membership drive. There are lots of questions that get asked. Unfortunately, I answer all of them the same way. "I'm sorry. I wish I could have. I just didn't have the time."

Time is the problem when trying to talk about loyalty in a 90-minute speech. You just can't cover all of the complexities to this rather simple emotion. So I created a series of 1-Day Workshops that help fill in the blanks and explain in greater depth most of those issues people want to hear more about. The Workshops are informative and practical, but they are also fun, interactive and motivating. Our goal is not only to provide participants with the tools they need to build loyal relationships, but the motivation to do it, as well.

## TRAINING YOUR ORGANIZATION

### Changing the Culture

Sometimes, seeing the results of a loyalty survey is all you need to change both your behavior and the way you treat the relationships in your life. Other times, it is a 1 or 2-day workshop that will give you and your people the skills and motivation required to do the trick. But there are instances when neither of those are enough. Times when a broader, more concerted effort is required. That is when we recommend a customized loyalty training program be developed for your organization.

Our training programs not only develop the skills your people need to create strong and unbreakable relationships. They are designed to change the culture of an organization. To help everyone build into their daily routines and interactions the behaviors that create a loyal following. It takes time, but the rewards are immeasurable. Sure, high retention rates are an inevitable outcome. But when an organization as a whole can master the skills that produce a loyal following, it becomes recession-proof. It becomes a better place to work for and to work with. And it becomes an indispensable part of its customers, employees and supporters lives.

*“Jim Kane did for my team in one day, what I have been trying to do for six months. He is, by far, the most creative, engaging and effective consultant I’ve ever worked with.”*

*Sylvie Wells, Live Nation*

For more information, contact:

**James Kane**

[jim@jameskane.com](mailto:jim@jameskane.com)

570.239.1699

## FEE GUIDELINES

### **LOYALTY SURVEYS**

*Level 1 Surveys + Analysis fees range between \$0.50 - \$5.00/ per survey based on the total number of survey requests.*

*Level 2 Surveys + Analysis fees range between \$1.00 - \$10.00/ per survey based on the total number of survey requests.*



### **ONLINE ANALYSIS**

*Online Analysis and Strategic Planning fees are determined after a full review and evaluation of your organization's current Web sites.*



### **WORKSHOPS**

*The average cost of a 1-Day Workshop can range between \$2,500.00 and \$5,000.00, depending on the number of participants and the specific workshop requested.*



### **TRAINING**

*Fees for customized training programs are determined after a full review and evaluation of your organization's loyalty needs and are based on class size and length of program.*

*\* All fees shown are intended as guidelines only and do not include travel or material costs. A firm proposal will be provided after a full scope of the requested services is discussed.*

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