

# Aspire Consulting, Ltd.

*Aspire... Higher*



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### The Key to Customer Loyalty

"Only those who have the patience to do simple things perfectly will acquire the skill to do difficult things easily." -*Johann Schiller*

Many of us now recognize the strategic value that building employee and customer loyalty can have for our businesses. Understanding that each interaction is an opportunity to build an emotional connection, it is important that we understand and build our "emotional intelligence".

Emotional intelligence is the ability to manage your emotions. You can increase the likelihood of positive outcomes by developing your emotional competence.

There are six dimensions of emotional competence and they can all be developed:

- Emotional self awareness. Make an accurate self-assessment, and decide where you need to improve. Check your tone of voice and body language. Often poor service is unintentional because the provider does not understand how they are being received.
- Managing your emotions. You must remain in self-control when dealing with difficult situations. You must develop flexibility in handling changes and challenges.
- Self-motivation. Self-motivated people desire to do a good job. Identify what you want to change about yourself and consistently improve and find out what motivates you.
- Recognizing the emotions of others. Develop empathy. Empathy is the ability to put yourself in others shoes. Keep an open mind and anticipate and recognizing customer needs.
- Influencing relationships. You want your customers to take action; effective communication is an important part of this. Listen to the customer, and seek to understand. The best solution will present itself.
- Conflict management. Always look for a win-win solution. This will require listening and collaboration between you and the customer. Although it can be difficult to deal with conflict in

  
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*Discover potential. Get results.*

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## Aspire Consulting

Aspire believes that individuals and organizations have the capacity to discover and use their unlimited potential to create and sustain success. We assist companies in developing their employees to leverage their strengths and in turn drive measureable long term results.

[What our customers are saying...](#)

We always start with a no cost consultation. To find out about how the Aspire Advantage can help you, [let's talk.](#)

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## Did You Know?

Talent Smart tested emotional intelligence alongside 33 other important workplace skills. Their findings included:

- Emotional intelligence is the strongest predictor of performance, explaining a full 58% of success in all types of jobs.
- 90% of top performers are also high in emotional intelligence. On the flip side, just 20% of bottom performers are high in emotional intelligence.
- Staff who developed emotional intelligence were 25% more

devising a collaborative solution, strong trust and emotional bonds are formed.

Start building emotionally competent leaders who in turn build employees and let them build loyal customers, one interaction at a time.

[More Info on Customer Loyalty](#)



*In their own words...*

"I don't measure a man's success by how high he climbs but how high he bounces when he hits bottom." - General George S. Patton

"Management is doing things right; leadership is doing the right things." - Peter F. Drucker

"Only one man in a thousand is a leader of men -- the other 999 follow women." - Groucho Marx

productive those with low emotional intelligence.

- Emotional intelligence explained nearly 60% of job performance across companies in the study

[More Info on Team Leadership](#)



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