

## **Customer Loyalty**

**Now I'm going to ask you both some questions about customer loyalty.**

- 1) Why do you think many customers are loyal to particular brands, A?  
Why do many customers keep buying the same brands?**

**What do you think, B?  
Why do you think many customers are loyal to particular brands?**

- 2) How do you think companies can persuade customers to stay loyal, B?  
How can companies encourage customers to stay loyal?**

**What do you think, A?  
How do you think companies can persuade customers to stay loyal?**

- 3) A, do you think it's better to focus on loyal customers or to attract new customers? (Why?/Why not?)  
Is it better for companies to keep their loyal customers or to attract new customers? (Why?/Why not?)**

**B, do you think companies should find out as much as possible about their loyal customers? (Why?/Why not?)  
Should companies find out as much as possible about their loyal customers? (Why?/Why not?)**

**Thank you.**

## **A. WHAT IS IMPORTANT WHEN.....?**

### **Selecting staff for promotion**

- (a) Attitude to work**
- (b) Current performance**
- (c) \_\_\_\_\_**
- (d) \_\_\_\_\_**

## **B. WHAT IS IMPORTANT WHEN.....?**

### **Considering a career change**

- (a) Further study or training**
- (b) Opportunities for future promotion**
- (c) \_\_\_\_\_**
- (d) \_\_\_\_\_**

## **C. WHAT IS IMPORTANT WHEN.....?**

### **Renting retail premises**

- (a) Location**
- (b) Length of contract**
- (c) \_\_\_\_\_**
- (d) \_\_\_\_\_**

## **PART 3**

### **WORK EXPERIENCE PROGRAMME**

**Your company has decided to offer a 2-week work experience programme for a small group of business students.**

**You have been asked to help with the preparations for this programme.**

**Discuss the situation together and decide:**

**(1) what kinds of work experience should be offered to the students**

**(2) how the participants should be selected**