



Fire Your Customers Ignite Your Profits!

Some customers are a pain! Really. They demand the lowest price, buy the wrong items, close accounts for no reason, and complain (usually because of their own mistakes or lack of knowledge). They just cause headaches because they don't know what they are doing. And your customer service staff has to deal with them. What a hassle! But wait a minute. Before we skewer customers let's explore why are they customers in the first place. And since we are asking questions- what makes your company so special to them anyway?

Join Next Level CEO and Lead Trainer Lou Altman and answer the most basic of questions that will have the most profound implications for your business. Many times the smallest of tweaks can make all the difference, other times it takes massive change. Whichever is right for you, you belong here.

Here's what you will learn:

1. How to identify your ideal customers and why they are ideal for your business
2. Three ways to increase your revenue and profit streams from your existing customer base
3. How to build loyalty and lock out your competition

Here's why it will benefit you:

- 1) Learn which customers destroy your bottom line and get rid of them
- 2) Adopt the mindset needed to fire customers and enjoy the natural extension of this change
- 3) Use these techniques to drive profits up. And fast.

This is a highly interactive, hands-on session in which you will create an action plan that you can implement *immediately* to change your business in a way that will absolutely increase your profits.

If you are ready to learn how to make a fundamental, profitable change and take your business to the next level, get ready to engage and have some fun. Join Lou for this transformative event.

Where: Metro Meeting Center, 101 Federal Street, 4th Floor, Boston, MA

When: Tuesday September 22nd at 11:30 – 1:00, Lunch will be provided

We look forward to seeing you!

Please make it better!! Lou is looking to tailor the session to address your challenges. There are three questions that will help him better tailor the program for the attendees. No personal details –just your industry, biggest challenge, and what you want out of this session. It takes less than one minute and it will enable Lou to better tailor the program to address your specific challenges. Thanks!

Here is the link: <https://www.surveymonkey.com/r/6N3DD5K>