

UTILIZE THE 2-2-2 PROGRAM

address
issues
quickly



create
customer
dialog



build
customer
loyalty



meet
customer
expectations



create
future
referrals



2 DAYS

After the sale, CALL THE CUSTOMER to ensure that they don't have additional questions and remind them to fill out the survey. Explain to them that a 10 is the score you need from them.

2 WEEKS

After the sale, CALL THE CUSTOMER to see how they are enjoying their service, network and device and check for referral opportunities. Remind them of their service expiration date and ask them to come in and renew another month with you soon.

2 MONTHS

After renewal, CALL THE CUSTOMER to see how they are doing and ask for referrals of friends and family. Remind them to sign up for Customer Loyalty Program so they can earn free benefits and bonuses for staying on their plan.

MAKE IT YOUR 2022 GOAL TO PRACTICE THE 2-2-2 PROGRAM!

