



**CUSTOMER LOYALTY DOES EXIST—  
BUT THERE HAS TO BE A REASON FOR IT!**

Do you know your customers? What causes a customer to be loyal? What is the value of a repeat customer?

Join Ken Grant and Dan MacLeod of Dunvegan Loyalty Builders Inc., who will help you discover the secrets to building customer loyalty.

- Learn the difference between a repeat and a loyal customer
- Develop practices to create true customer loyalty
- Discover what business leaders must do to implement loyalty practices

**Thursday, February 25, 2010  
11:30 a.m. to 1 p.m.**

**240 Brownlow Avenue, Burnside**



**Members: \$10.00  
Non-Members/Guests: \$15.00  
(lunch provided)**

**RSVP by noon, Tuesday, February 23rd  
[info@greaterburnside.com](mailto:info@greaterburnside.com)**

Those registered who do not show will be invoiced

**(902) 999-1422**

**[www.greaterburnside.com](http://www.greaterburnside.com)**