

BE THE SPARK
FIVE PLATINUM SERVICE PRINCIPLES
TO CREATE CUSTOMERS FOR LIFE
SIMON T. BAILEY

KEEP
them loyal through acts of kindness

RESPOND
with immediate and appropriate service


SEE
them as guests

PERSONALIZE
the experience for those you touch

ANTICIPATE
and uncover needs


LEADERS
The Platinum Service Nucleus

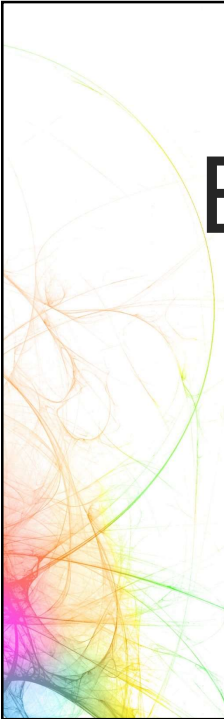
CULTURE
CUSTOMERS
CONNECTION
CULTURE
CONNECTION
CUSTOMERS


SIMON T. BAILEY
INTERNATIONAL

Source – Be the SPARK – Five Platinum Service Principles to Create Customers for Life By Simon T. Bailey

How many of you plan to retire within the next 5 years?

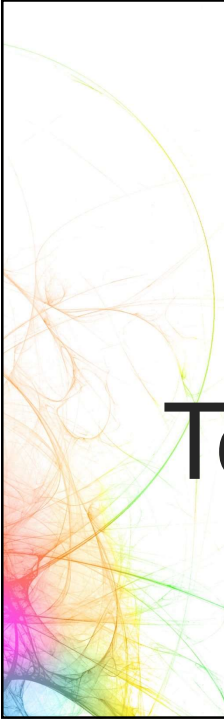

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**Establish a Culture
where everyone
matters.**



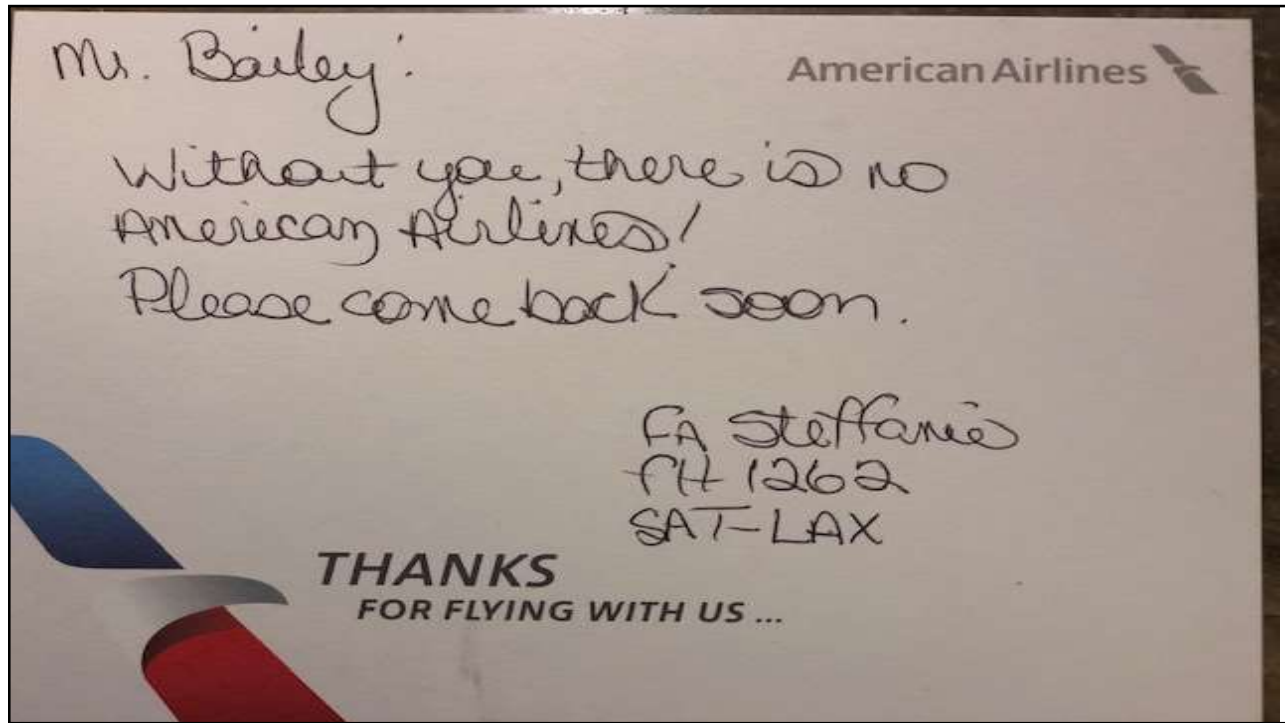
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**Create a Deeper
Connection with
Team and Members.**




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SPARK a relationship to Create Customers for Life



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