



Discover New Emotional Connections that Build Customer Loyalty

Description:

How do you increase and sustain customer loyalty? Do you have a specific plan in place? We will review the steps of how to build a high-impact customer loyalty growth plan focused around unique, higher level, emotional connections with your customers. You will learn how to apply cutting edge, sustainable growth strategies that drive real world results.

Jim Welch, The Growth Leader

Bio:

As President and Founder of “The Growth Leader, Inc.” Jim is a member of FIVE STAR Speakers and the National Speakers Association working with many Fortune 500 global clients and organizations across several industries.

Jim brings over 25 years of marketing leadership passion working for Hallmark and Procter & Gamble, two of America’s iconic companies. Jim’s hands-on leadership experience and consistent track record of utilizing proven techniques effectively has consistently produced winning top line and bottom line results. His teams have consistently ranked in the top five percent of Gallup survey scores of engaged employees at all levels!

Jim was elected by Hallmark’s Board of Directors to the position of Corporate Officer as the Senior Vice-President of Marketing responsible for brand strategy and portfolio management, advertising, promotion, the Hallmark Hall of Fame, market research, Hallmark.com, licensing partnerships, retailer marketing, and customer loyalty programs. Jim and his teams created compelling and innovative marketing initiatives with key partners that consistently produced strong retail results including the Hallmark Gold Crown independent store network, Wal-Mart, Walgreens, CVS, Disney, Mattel, Warner Brothers and many others.

Jim’s new book “GROW NOW- 8 Essential Steps to Flex Your Leadership Muscles” was released earlier this year. Jim has made book appearances recently on the Lifetime Radio Network, The Voice Of America, and The Oprah & Friends Radio Network. The book is widely available, including on Amazon.com and Barnes & Noble.com.

