

## Adopting a new way of thinking

Goldwell has adopted a new way of thinking about business development and customer loyalty.

Using Whole Brain Thinking as the framework, Goldwell has developed a program that involves not only their own sales staff but more importantly their customers and their staff. It is a perfect example of increasing customer loyalty by adding value to the relationship.

The program is run in three stages.

Stage one involves the Goldwell sales people in a program called 'Increasing sales success through customer intimacy'. The program uses Whole Brain Thinking as the framework for understanding and working with people.

Stage two involves salon owners and managers—Goldwell's customers. They will use Whole Brain Thinking to better manage their businesses and help create a compelling place to work. This in turn will help them attract and retain their staff.

Stage three involves salon staff and will cover how to increase customer loyalty. Again, Whole Brain Thinking will be at the core of the program.

In a highly competitive service based industry, Goldwell is developing its own customer loyalty by becoming a true 'business partner' and offering far more than just a world class product.