Marketing, Sales and Service: Loyalty and Analytics

4 – 8 January 2027
Düsseldorf (Germany)



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Ref: 321789_299370 **Date:** 4 – 8 January 2027 **Location:** Düsseldorf (Germany) **Fees:** 5200 GBP

Marketing, sales and service best practice for customer loyalty is the joined-up management of how an organisation wins customers, serves them and keeps them profitably, measured through retention and loyalty analytics. This 1-week advanced course is for experienced marketing, sales and service professionals, and delegates finish with a loyalty-led marketing plan backed by customer lifetime value and retention measures.

Introduction

The course rests on three methods. Customer lifetime value CLV estimates the total profit a customer generates over the whole relationship. Activity-based costing ABC traces the cost of acquiring and serving each customer to the activities that consume resources. The product life cycle PLC describes how sales and marketing priorities shift from introduction through growth, maturity and decline. The level is advanced: delegates already work in marketing, sales or service and now link those functions through profitability data. Teaching combines metric calculations with case studies from retail banking, telecoms and hospitality.

Course Objectives

- Distinguish customer satisfaction, retention and loyalty and define how each is measured
- Interpret the Customer Satisfaction Index, retention rate and loyalty index to judge relationship health
- Apply customer lifetime value and activity-based costing to identify which customers are profitable to retain
- Compare consultative and strategic selling and select the approach that suits a given account
- Apply a marketing audit of the micro and macro environment to set loyalty-focused marketing objectives
- Justify push or pull promotional strategies according to a product's life cycle stage

Target Audience

- Marketing managers planning campaigns who must decide how much spend goes to retention rather than acquisition
- Sales managers and senior account executives who must judge which selling approach and accounts deserve most effort
- Customer service and experience managers who must decide which satisfaction measures drive service improvements
- CRM and marketing analysts who must choose which loyalty and profitability metrics to report to leadership
- Business development leads who must judge whether a customer segment is worth the cost of keeping



Course Outline

Day 1: Customer Service Dimensions and Satisfaction

- Customer Service Dimensions: Reliability, Responsiveness, Assurance, Empathy and Tangibles Defined
- Satisfaction vs Delight: Meeting Expectations Compared With Exceeding Them Memorably
- Attaining Customer Satisfaction: Quality Measures for Assessing and Raising Satisfaction
- Satisfaction, Retention and Loyalty: How Each Stage Builds Lasting Customer Relationships
- Customer Satisfaction Survey Design: Question Types and Sampling That Produce Actionable Data

Day 2: Loyalty Metrics and Customer Profitability

- Customer Satisfaction Index vs Customer Retention Rate: Attitude Compared With Repeat Behaviour
- Customer Life Expectancy and Loyalty Index: Estimating How Long Customers Stay
- Customer Lifetime Value: Calculating Long-Term Profit From a Retained Customer
- Cost of Loyalty: Weighing Retention Spend Against the Revenue It Protects
- Activity-Based Costing: Tracing Acquisition and Retention Costs to Individual Customers

Day 3: Selling Effectiveness in a Changing Environment

- Personal vs Consultative vs Strategic Selling: How Selling Approaches Have Evolved
- New Sales Competencies: Behaviours and Skills Linked to Higher Sales Performance
- Sales Performance Indicators: Conversion, Pipeline and Revenue Measures for Assessing Results
- Selling Habits and Time Management: Personal Routines That Raise Sales Productivity
- Sales Process Stages: Prospecting, Qualifying, Presenting, Closing and Follow-Up Explained

Day 4: Marketing Analytics, Audit and Environment Analysis

- Product Selling vs Service Selling: Tangible Offers Compared With Intangible Service Commitments
- Marketing Concepts in Selling: Applying Marketing Management Principles to the Sales Process
- Micro vs Macro Environment Analysis: Market Forces Close to and Beyond the Business
- Marketing Audit: Data-Based Review of Marketing Performance, Resources and Results
- Marketing Research and Analytics: Collecting and Interpreting Data to Inform Plans

Day 5: Applied Practice: Building a Loyalty-Led Marketing and Campaign Plan

- Product Life Cycle: Matching Marketing Strategy to Introduction, Growth, Maturity and Decline
- Push vs Pull Strategies: Applying Life Cycle Stage to Choose Promotional Tactics
- Marketing Communication Elements: Applying Loyalty Data to Messages That Strengthen Relationships
- Integrated Digital and Offline Campaign: Applying Audit Findings to Promotional Campaign Steps
- Loyalty-Led Marketing Plan: Completing Objectives, Campaign, Targets and Retention Metrics



Skills You Will Gain

- Customer Satisfaction Measurement
- Retention Rate Analysis
- Customer Lifetime Value
- Activity-Based Costing
- Consultative Selling
- Marketing Audit
- Product Life Cycle Planning
- Integrated Campaign Design

Why Attend This Course

- From tracking satisfaction scores alone to linking them with retention, loyalty and profit per customer
- From treating every customer as equally worth keeping to ranking segments by lifetime value and cost to serve
- From choosing promotions by habit to matching push or pull tactics to the product's life cycle stage
- From separate marketing, sales and service activity to one loyalty-led marketing plan with retention targets

Conclusion

Customer loyalty work joins three functions that are often run apart: marketing attracts, sales converts and service retains, while profitability data shows which of those efforts pays. The course makes three distinctions clear: satisfaction versus loyalty, product versus service selling, and push versus pull promotion. It is the right choice for experienced professionals who want an advanced, metrics-led week; a two-week edition with broader coverage of consumer behaviour and plan implementation suits those seeking a wider grounding.

Course FAQs

What is marketing, sales and service best practice for customer loyalty?

It is the coordinated way an organisation attracts, sells to and serves customers so that they stay, buy again and recommend it, with satisfaction, retention and lifetime value used to judge which activities create profit.

What is the difference between customer satisfaction and customer loyalty in marketing, sales and service?

Satisfaction is how a customer feels about a recent experience; loyalty is the lasting behaviour of returning and preferring the brand. A satisfied customer can still switch, so loyalty is measured through retention and repeat purchase, not survey scores alone.



Which methods does the marketing, sales and service loyalty and analytics course follow?

The course follows customer lifetime value for profit per customer, activity-based costing for the cost of acquiring and serving customers, satisfaction and loyalty indices for relationship health, and the product life cycle for timing promotional strategy.

Is the marketing, sales and service loyalty and analytics course right for a CRM analyst?

Yes. CRM analysts gain the loyalty and profitability calculations, including retention rate, loyalty index and lifetime value, and see how sales and marketing managers use those figures to choose campaigns and account priorities.

What do delegates produce on the marketing, sales and service loyalty and analytics course?

Delegates produce a loyalty-led marketing plan containing audit findings, target segments ranked by lifetime value, retention objectives, a push or pull campaign outline and the satisfaction and loyalty measures used to track results.

