3925 River Crossing Parkway, Third Floor
Post Office Box 40368
Indianapolis, Indiana 46240-0368

Tel: 317.472.2200 - 800.469.7206
Fax: 317.208.1200
www.somersetcpas.com

Somerset Practical MBA Program
September 30, 2009
Customer Lifetime Value & Testimonials and Referrals

Customer Lifetime Value (CLV) - CLV is all about recognizing that a customer is potentially worth a lot more to your business than just the value of a single product sale. Satisfied customers are likely to purchase further goods and services and may even act as ambassadors for your company to other consumers. We will discuss how you can calculate the lifetime value of customers and clients to your business. We will examine how this information can be used for developing a marketing strategy, providing quality customer service, determining team training needs, market segmentation and predicting cash flow.

Testimonials and Referrals - Endorsements are a powerful marketing tool because they are credible. Everyone expects a business to say that it has great products, a great team and really delivers top quality service. But when a customer says the same thing, it's a much more convincing statement—particularly if the customer is known and their opinion is valued.

The built-in credibility of testimonials and referrals makes them more persuasive than almost any other kind of marketing. Even in industries that invest heavily in marketing to promote the features and benefits of their products, many customers will still seek opinions from friends, acquaintances and associates before they buy.

When:	Wednesday, September 30, 2009 7:45 a.m. to 8:00 a.m. - Registration/Continental Breakfast 8:00 a.m. to 10:00 a.m. - Seminar
Where:	Somerset Conference Center 3925 River Crossing Parkway, First Floor **If you cannot attend in person, you may participate via live webinar simulcast. Please see our website for details.*
Facilitator:	Larry W. Dykes, CLU, ChFC, AAMS
Fee:	None

Our Practical MBA Program is a series of complimentary seminars that will be held over the course of two years, much like a traditional MBA program. We hope you will join us.

☏ Register by calling our RSVP line, 317-472-2570 or 800-469-7206 ext. 2570.
Register online at www.somersetcpas.com or by e-mail to seminars@somersetcpas.com.

Larry is a principal in Somerset's Wealth Management Team. Prior to joining Somerset, Larry was a director and partner in Fringe Benefit Planners for 15 years. In addition to managing client investments in the millions of dollars, his expertise in risk management ranges from the analysis of appropriate disability policies to developing business and personal strategies for the implementation of life policies utilizing tax-favored strategies. Larry's credentials include Chartered Life Underwriter, Chartered Financial Consultant and Accredited Asset Management Specialist. Additionally, he is a member of the National Association of Securities Dealers. From 1995 to 1998, he was an NFL Players Association Certified Contract Advisor. Larry received his B.S. degree cum laude in three years from Butler University in 1978.