



**Speaker:** Maverick Foo

**Designation:** Award-Winning Marketing & Sales Strategist

**TTT/TTT Exemption No.:** TTT/3482

**Contact No.:** +60 16-225 2500

**Email:** mav@authority.institute

*"Maverick is one of the worst sales person I've ever met."*

You know how there are many moments in life that define you? When one of the business heads at the largest insurance company made that comment to him, it totally shifted Maverick Foo's life trajectory.

Since that day, over 21+ years ago, Maverick determined to turn his weakness around and focus on what he's better at - marketing.

Dubbed an OG Marketer (Original Generation) by his younger peers, if you ask him what's the true constant in a world of shifting technologies (and you're talking about a guy who went through the era of newspapers, direct mail and billboards to mobile, social media and webinars), he'll tell you it's **psychology**.

Aside from building nine business and international brands, he has also helped clients achieve breakthroughs in growth performance, even in trying times such as the COVID-19 global pandemic. Within the first 90 days of the global lockdown, Authority Institute has helped clients generate over \$60 million in sales, and help to cushion the impact of the pandemic.

With Maverick, you can ditch boring textbook materials and fancy theories. Whether it's a keynote, workshop or an online mastermind, in his sessions, you'll get practical techniques, proven strategies, quick-fire tips, insightful case studies and his best attempts at humor and storytelling.

On top of being featured at TEDx, BFM, Startup Grind and the Guru Show, he was also awarded the Resource Speaker of the Year by Vistage, The World's Largest Executive Coaching Organization for top CEOs and key leaders, with an average score of 8.9/10 over 40 sessions.

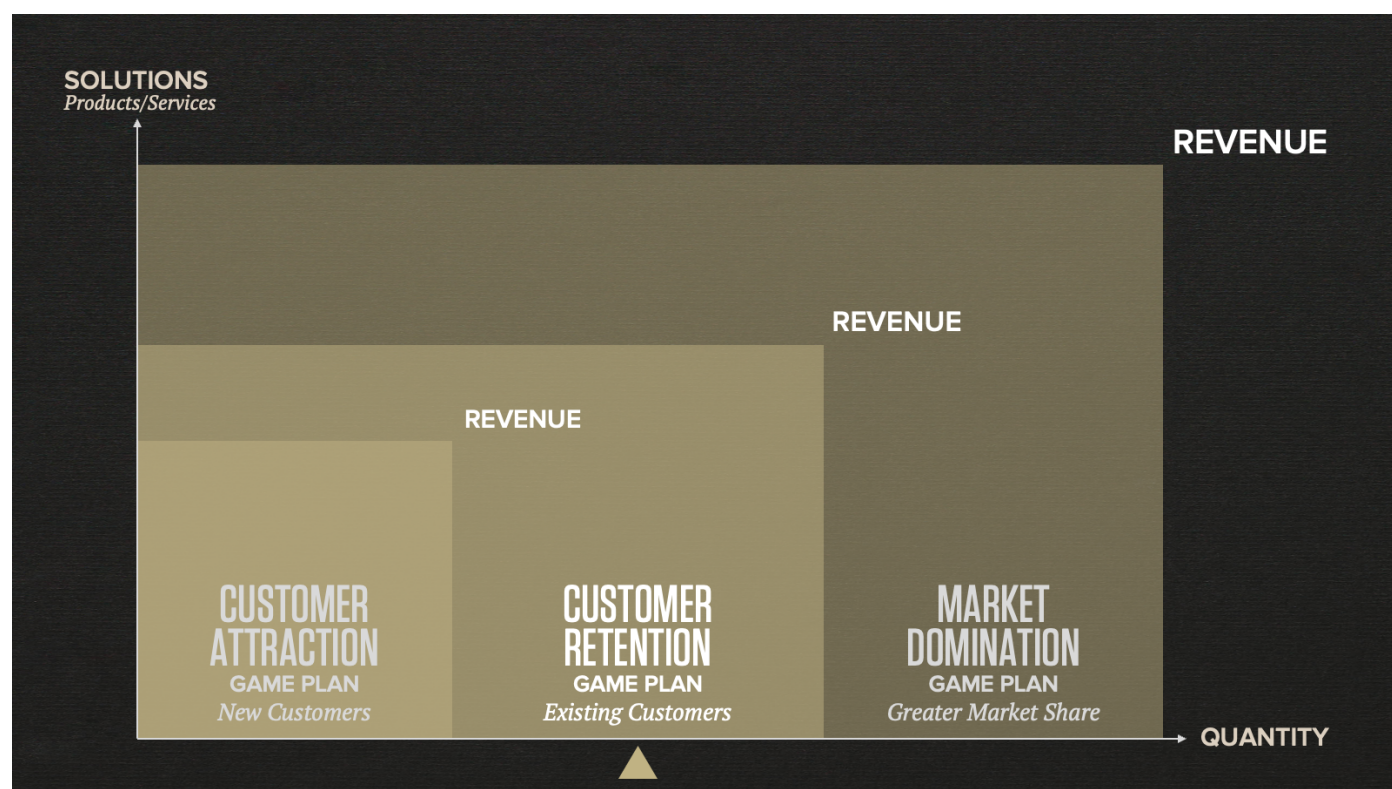
Just like how his mom would encourage him to aspire to greater heights, he borrows the wisdom from personal heroes in the likes of Michael Jordan, Jack Ma, Walt Disney and The Beatles, who coincidentally, were also once told they were the worst in their respective fields.

Speaker: Maverick Foo

Topic: 2024 Customer Retention Game Plan – A Marketing Accelerator  
Resource Session to Keep Customers Buying & Keep Referrals Coming

Topic Main Categories > Sub-categories:

(Kindly refer to the Appendix A. Eg. Leadership > Strategic Planning)



### Overview (100-150 Words)

There's enough research data on the importance of marketing to existing customers.

Plus, benefits like **lower marketing costs**, **stronger market positioning** and **higher company valuation** are no-brainers to most entrepreneurs.

*And yet... why aren't more business owners and their teams channeling their focus on **customer marketing**?*

Challenge #1 Lack of overall strategies

Challenge #2 Lack of actionable tactics

Challenge #3 Lack of post-sales SOPs

Enter: the **2024 Customer Retention Game Plan** (now updated with more case studies)

In his usual flair of combining simplified marketing concepts and actionable marketing ideas, Maverick will show your Vistage Members how to install the **Customer Retention Game Plan** into their existing businesses.

*The outcome?* Getting existing customers to *buy more, buy again and bring their friends along too.*

## **Topic Outline** (5-8 Pointers)

- Identify the three key behavioral shifts to boost sales from your customer database
- Improve trust-building and brand-recall with customer-centric marketing channels
- Increase customer spending by picking from a list of 124+ different tactics
- Influence existing customers to refer your business to their friends and family
- Walk home with a customer marketing strategy and actionable ideas that you and your team can implement immediately

## **Appendix A**

**Topic Main Categories > Sub-categories:**

### **1 Talent Management**

- a Hiring, Recruitment & Sourcing
- b Retention & Engagement
- c Employee Development
- d Performance Management / HR
- e Succession Planning

### **2 Customer Engagement**

- a Market Development
- b Sales
- c **Marketing**
- d Customer Service
- e Product & Pricing

### **3 Financials**

- a Financial Management
- b Capital / Cash Management
- c Economic / Future Trends
- d Ownership & Governance
- e Mergers & Acquisitions

### **4 Business Operations**

- a Productivity & Execution
- b Technology
- c Manufacturing & Distribution
- d Risk Management
- e Infrastructure

### **5 Leadership**

### **6 Personal Development**

- a Organizational Culture & Values
- b Mission, Vision, Purpose
- c Communication & Alignment
- d Strategic Planning
- e Innovation

- a Leadership Competencies
- b Work / Life Balance
- c Wellness
- d Asset and Estate Planning
- e Exit Planning

**Kindly attached your TTT Certificate in this page:**

Certificate No. TTT/3482



PEMBANGUNAN SUMBER MANUSIA BERHAD  
KEMENTERIAN SUMBER MANUSIA



## **CERTIFICATION IN TRAINING**

This is to certify that

**FOO CHIA YONG**  
**I.C No : 811222-03-5081**

has successfully fulfilled all the assessment requirements for

## **TRAIN THE TRAINER**

on 20 - 24 September 2010

at Wisma PSMB, Kuala Lumpur

CEDR Corporate Consulting Sdn Bhd

Pembangunan Sumber Manusia Berhad



Scanned by CamScanner

