BREAKOUT GROUP EXERCISE

Increase Customer Loyalty Brainstorm

- **Purpose:** Practice generating and evaluating customer loyalty tactics.
- Your client is Teresa the Vegetable Farmer. She wants to attract more repeat customers to her farmstand.
- Brainstorm ways she can achieve this goal for 3-5 minutes.
- Go through the list and rank each suggestion from 1 to 5, 1 being the most difficult or least appealing, 5 being the most likely to pull off. Total the scores.
- Discuss the top 3 scorers.
- Prepare to share your top recommendation for Teresa.
- You have 15 minutes.

Idea	Ease of execution	Cost (time and money)	Likelihood of success	Potential Appeal	Score

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