

Michael Nguyen



King of Customer Retention

*“Almost 99.99% of business owners wake up every day and think about how to get new customers. It’s a big mistake because finding new customers is the #1 **costliest** activity (besides payroll). **STOP** losing customers is the **MOST** leveraged, **EASIEST**, and **PROFITABLE** activity you can do to grow your business.”*

– Michael Nguyen, CEO of ProduceResults.com

Michael Nguyen is the America’s Leading Authority on Customer Retention and is also known as the King of Customer Retention. He is the author of the book "Stop Losing Customers Again".

Mr. Nguyen is also CEO of award-winning agency ProduceResults.com advising businesses on business growth, customer retention, lost reactivation, and scale up by acquisitions. Mr. Nguyen was invited to speak at Microsoft and University of Texas at Dallas.



Achievements:

- Doubled 118-year-old regional bank assets from \$500 millions to over \$1 billion.
- Achieved the HIGHEST ROI of 4198.48% in the SHORTEST amount of time of 90 days and generated \$2,877,830 from a \$66,950 advertising budget.
- Winner of 2012, 2017 and 2018 Marketing Gold Award
- Produced a record enrollment for a local community college in North Texas.

Testimonials:

1. *“Your presentation is bringing a fresh new perspective with lots of good ideas for us to grow our bank...”*
– Sean Kouplen, Oklahoma Secretary of Commerce & Workforce Development / Chairman & CEO of Regent Bank
2. *“Our enrollment is UP! We could see over 11,000. That would be a record enrollment for NCTC!”*
– Dianne Walterscheid, Director of Marketing & Public Relations of North Central Texas College
3. *“You absolutely nail it! Your strategy helps us stand out and not just be a commodity, and that’s not an easy thing to do!”* – Ryan Morris, President/CEO First State Bank
4. *“The advertising campaign was successful because it led us to \$2,877,830 from a \$66,950 advertising budget in just 90 days (4198.48% ROI).”*
– Michael W, VP of Wealth Management & Trust

Spoke At:



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Speaking Topics

Audience: CEO, Entrepreneurs, Owners, Founders

1. How To STOP Losing Customers While DOUBLING Your Profit

99% of business owners I've talked to have one thing on their mind every day: growth (how to get more NEW customers which costs as much as 5x to acquire new customers (according to Forbes)). They pay very ZERO attention to customer retention, especially how to reactivate lost customers.

By the end of this presentation, you will:

1. 6 Reasons Why Your Customers Stop Buying From You (Hint: Price is NOT the #1 Reason)
2. Why Finding New Customers Everyday Should NOT Be Your #1 Priority
3. Why Reactivating/Retaining THIS TYPE of Customers Increases Your Profit EXPONENTIALLY

2. How to Find Hidden Revenue Your Customers Have but Don't Give It to You

In this presentation, I'll share with you the "Opportunity Factor", developed based on a formula published on the Harvard Business Review, to help you find "hidden" revenue opportunities your customers are willing to pay for but you haven't asked them yet (in most cases, you could realize at least 5-to-6-figure additional revenues.)

By the end of this presentation, you will:

1. Discover the "magic amount" your customers must spend with you for them to become a profitable customer.
2. Strategically create plan to capture as much "hidden" revenue opportunities that you are leaving on the table. Even if you only capture 25% of it, it'll add a modest 5-to-6 figure to your net revenue.
3. Discover gaps in your pricing portfolio. Filling those gaps will increase your revenues without lifting a finger.

3. How To Acquire a 7-Figure Business With ZERO Down In 90 Days

Are you saying yes to any of the following question below?

- Are you finding it **increasingly difficult** to find qualified leads and increase your revenues?
- Are you **frustrated** with the rising cost of leads?
- Are you looking for an easier way to scale your profits?
- Are you **tired** of the daily grind of running your business?

By the end of this presentation, you will:

1. How I acquired 16,152 leads and \$66,579 from \$4,120.97 investment
2. Why It doesn't take a lot of \$\$\$ to acquire a profitable business
3. Why There are more business owners eager to hand over the key of their business to...you



Book:

Inside Of This Book, Here Are A Few Of The Secrets That You'll Be Given For FREE..

How To AUTOMATICALLY "Reactivate" Lost Customers To MAXIMIZE Your Earnings Without Lifting a Finger - Page 56

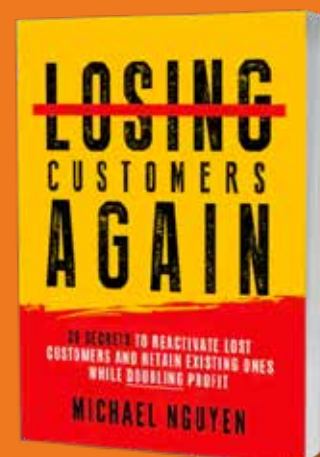
The Step-By-Step FRAMEWORK To Reduce Refunds and Lost Customers, Without Being Salesy or Confrontational... - Page 16

The "1-2-3 Punch" Framework To Increase The Chance of REVIVING Your Lost Customers By 300% - Page 54

How To Resurrect Lost Customers Who Have Been Radio-Silenced And Stopped Purchasing From You By This Multipart Email Campaign - Page 48

How To Preempt Common Fears and Objections To MAXIMIZE sale...And Move Your Dream Customer To The Next Step Of Your Value Ladder Where They Can Receive Deeper Value And Transformation... - Page 32

And many more...



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