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FOR IMMEDIATE RELEASE

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Major League Soccer Gains Sales Retention Strategies from CSS President Ed Gagnon

CHARLOTTE – Ed Gagnon, President of Customer Service Solutions, Inc. (www.cssamerica.com) was the lead presenter at Major League Soccer's (<http://www.mlssoccer.com>) 2011 Season Ticket Holder Retention Workshop in Kansas City, MO. Gagnon made two presentations to help the Club Sales and Service executives understand strategies that drive high retention and sales.

The first session, titled "Creating a Retention Culture to Build Sales with Existing Customers," described the keys to building a Retention-based Culture, having the executives evaluate themselves in the process. Then he addressed how to leverage that culture with strategies to build sales to current clients. "We addressed both the internal and external parts of retention – having the internal focus and the external process and discipline to keep and grow with the existing ticket holders. The MLS executives were engaged throughout, providing their own examples of how they have implemented pieces of the strategies with their clubs," says Gagnon.

The second session, "12-Month Touch Point Planning," focused on the specific tactics that the Clubs could use to continually build relationships with their season ticket holders throughout the calendar year – not just on the day of the match. "We thoroughly enjoyed having Ed lead these sessions. He shared strategies which are customer service and relationship-based, but which result in higher retention and sales," says Declan Bolger, Club Services - Business Development at Major League Soccer. "It was great for our Club leaders to gain an understanding of the strategies and tactics they need to implement to change their cultures, improve relationships with clients, and increase sales.

ABOUT THE MLS
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ABOUT CUSTOMER SERVICE SOLUTIONS, INC.
Founded in 1998, Customer Service Solutions specializes in designing/implementing customer retention and growth strategies, culture change strategies, customer service training, and research services such as mystery shopping and customer perceptions surveying. Ed Gagnon is also the author of [Ask Yourself...Am I Great at Customer Service?](#), a new book that describes what makes an individual GREAT at customer service. Call 704-553-7525 for more information.

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