

Getting Your Best BHPH Customers Back

The tax refund season has changed dramatically. Refunds arrived much later this year and the tax season seemed to end quickly. Tax Max will explain how to capture these refund customers in the highly competitive market conditions of today. Learn how to be proactive instead of reactive!

Michael Jackson of AST Technology will explain how your website and social media are keys to retaining and regaining customers. In this session you learn the power of a referral based social media program, how to convert social media leads into sales and how to encourage your staff to participate and develop referrals. Don't miss this session if you want to get your best customers back! If you want individual instruction arrange a meeting with AST during their Wednesday afternoon training workshop.
