

# Meet Tamara



Tamara Burkett is a Customer Loyalty Architect and creator of Hidden Opportunities Program (H.O.P). H.O.P integrates concepts from the fields of emotional intelligence, psychology, and communications into powerful strategies to increase customer loyalty.

Tamara has a master's degree in Organizational Management. She offers over 15 years of experience developing strategic relationships for national organizations and running her own business. Tamara understands the challenges of entrepreneurship. She guides her clients through a transformative process that frees up time and increases sustainable revenue.

As a result of Tamara's methods, her clients scale their business in a fresh and common - sense way.

# Testimonials

"Personable, professional & devoted. Three words to describe Tamara and her business!"

- Keith Klein

"There isn't a task presented that Ms. Burkett doesn't tackle with strategic planning while focusing on the end results...."

- Kendrick Watkins

"With Tamara's insight and perspective, I successfully introduced a new consulting service to my current network of clients and prospects."

-Stacy Whaley

## Sign up for a **FREE** Customer Experience Planner

- Identify the gaps in your client experience.
- Find the roots causes of clients disengaging.
- Save time and money buying tools that won't fix the problem.

Go to [www.TamaraBurkett.com](http://www.TamaraBurkett.com)



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**Is this one thing  
holding you back from  
scaling your business?**

There are many reasons why businesses struggle and twice as many solutions. But one constant remains. If you get this one thing right, your business will flourish organically at a significant rate. By focusing on this one component, you'll generate repeat business, referrals, and word of mouth.

## What is this one thing?

*It's Client Experience or CX for short.*

Client experience is the sum of encounters consumers have with your business from learning you exist to point of purchase and beyond. How you engage consumers creates experiences. The experiences determine the emotions, attitudes and behaviors consumers hold toward your business.

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."  
- Maya Angelou*

When consumers have a superb consumer experience, they'll spread the word and come back. I help small businesses create amazing customer experiences by focusing on three areas: Networking, CRM (Customer Relationship Management), and Client Experience Design.



## Here's How I Can Help...

### Networking:

Networking isn't your thing? Don't have the time, or want to fast track your networking? We have you covered! Let us do the networking for you and make personal introductions to your ideal referral partners, saving you time and energy. We also offer follow up assistance, event recommendations and coaching services.



### CRM (Customer Relationship Management) Assistance:

Are you using excel to manage your clients and prospects? A CRM system can help you manage and organize your relationships in half the time. We'll teach you all about CRM systems, identify the best fit for your needs, budget, and help with set up.

### Client Experience Design:

Not getting the repeat business and referrals you want? We can help you identify the root problems, develop a plan and implement. We assist with developing loyalty programs, retention marketing, and more.