

# Layton City Small Business Seminar



Contact Morgan Cloward  
to sign up today!  
[mcloward@laytoncity.org](mailto:mcloward@laytoncity.org)

May 8, 12:00-1:00 pm

Event held at: Layton City Center  
437 N Wasatch Drive, Layton, UT

Sponsored by: D.L. Evans Bank  
and Layton City

## Customer Retention Strategies: Keep Customers Happy and Coming Back!

It's significantly cheaper to retain existing customers than acquire new ones. Studies show it's up to seven times more expensive to bring in a new customer. Customers are familiar with your brand, trust you, and are more likely to buy again, especially if they've had positive experiences. Customer retention strategies are essential for sustainable business growth. **Our panel of local business leaders will help you learn how to focus on keeping existing customers happy, save money, boost revenue, and build long-term success!**



Jan Weller,  
Weller's  
Bistro



Jamie Kay  
Schofield, D.L.  
Evans Bank



Tracy Skeen,  
SERVPRO



Lawrence F  
Lopez,  
Utah  
Dept. of  
Workforce  
Services



Facilitator: Morgan Cloward,  
Layton City Economic  
Development

**Free Class and  
Free Lunch**

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**Layton**

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Layton City Economic Development: 801-336-3770