LOYALTY. RETENTION. ADVOCACY. BY DESIGN.

# Vladislav Dobrokhotov

## Retention strategist, author & speaker

THE REAL GROWTH COMES AFTER THE SALE.



Vladislav helps organisations give people a reason to stay. His keynotes and workshops explore how trust, emotional connection and the moments after a decision shape lasting relationships.

A practitioner as well as an author, he has built and operated a multimillion-euro business and now leads the British & Commonwealth Chamber of Commerce in Finland.

He created the **G.R.E.A.T. Retention Method™** and is the author of The G.R.E.A.T. Retention Book and The Art of After-Sales Marketing.

A PRACTICAL PERSPECTIVE

Executive Director, British & Commonwealth Chamber of Commerce in Finland
Liveryman, Worshipful Company of Marketors

> “Vladislav has been a valued contributor to the BCC Membership Academy, delivering engaging and thought-provoking workshops for both our UK and international Future Leaders cohorts.”
>
> Anne-Marie | Director Membership UK & International
> British Chambers of Commerce

For conferences, leadership teams, professional associations and corporate events.

KEYNOTES & WORKSHOPS

# Human relationships. Practical action.

KEYNOTE

## The Future of Loyalty

What happens to loyalty when machines start making the decisions?

Explore how AI may change the way clients compare, choose and leave; why trust and relationship history matter; and how to make the value of staying visible.

In-person or online keynote, with Q&A.
Audience focus and duration by arrangement.

WORKSHOP

## The G.R.E.A.T. Workshop

Turn retention thinking into a practical process your team can use.

Apply Gratitude, Reinforcement, Engagement, Anchoring and Transformation to real relationships. Identify where customers drift away and design relevant actions after commitment.

For teams and leadership groups.
Partner-led or private commissioned sessions.




The G.R.E.A.T. Retention Workshop – British Chambers' Academy

"Your insights were on point and your energy infectious."

Justin Ablett | EMEA Front Office Transformation Lead, IBM Consulting

Discuss your audience, event and delivery format.

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