

Your Customers



Worksheet

Your name:

Date:

"To get maximum value from this live Webinar series, print this handout, so you can be prepared to take notes during the Webinar!"

Roland www.newperspectives.com.au

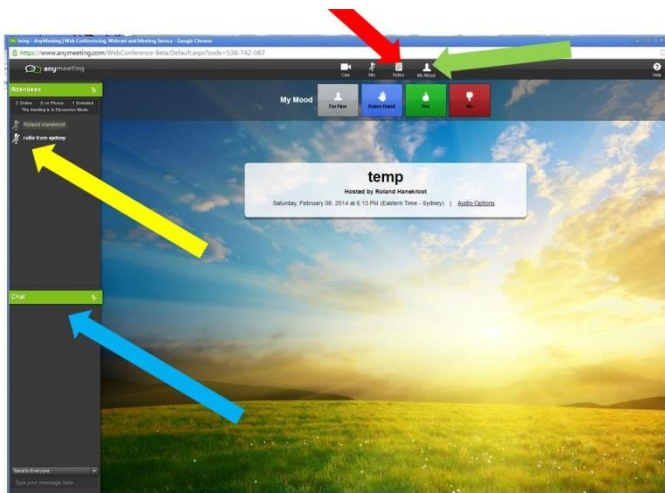
Duration: 1 hr (approx.)

Focus: Create Raving Fans and have your customers do your marketing for you

Tips to Get the Most Out of This Training

1. Print this handout so you can take notes during this webinar.
2. Turn off your phone, facebook, twitter, email... get a cup of tea
2. Schedule time tomorrow to implement a first step
3. Schedule time to implement the actions in the next two weeks.

Please Note: The webinar will start promptly on time, dial in a few minutes early



Webinar screenshot

Your webinar screen should look something like this without the coloured arrows.

This is what it all means:

The green arrow points to the mood button, when you click it the four coloured boxes pop up: Grey, Blue, Green and red. When you

click one of those buttons I get to see you put up your hand or your thumb up for “yes” and down for “no”

The red arrow points to the notes button... push it and a notes window pops up... you can either take notes that become available for everyone or notes that are just for you... the notes will be emailed to you after the webinar automatically

The Blue arrow points to the chat button... you can type comments or questions in here, either to me or the whole group

The yellow arrow points to the attendees list, but you probably don't have that on your screen at the moment.

Our Agenda

- Check-in where you are in this topic
- Managing by crossing your fingers
- What can Apple teach us about Raving Fans?
- What are Raving Fan customers
- Finding out what your customers think about you
- Customer surveys and a story
- How to create Raving Fans
- A Business BEDTIME STORY
- 8 keys to creating Raving Fans
- All the lessons and insights
- Special offer
- Take action/ Next steps



My biggest challenge / My Most pressing issue in business right now:

My outcome for participating in the webinar:

What do I have to do... what attitude should I take to give myself the best opportunity for achieving my outcome?

When I think of my customers, what I feel is:

- a) *Frustrated, I spend enormous amounts of time and effort and money finding new customers and I always seem to be forced to compete on price*
- b) *Exasperated: My customers tell me they are happy, yet they still make me compete on price and they rarely refer their friends to us*
- c) *Anxious: I think my customers are happy, but I can't be sure, so I'm keeping my fingers crossed.*
- d) *All of the above at different times... including keeping my fingers crossed*
- e) *Excited because I know that most of my customers are Raving Fans, they are advocates of my business, they stick with me for the long term and they constantly drag their friends in the door to do business with us and they never ask me to compete on price.*

Management by keeping your fingers crossed



Most small business owners or prospective business owners walk around keeping _____ crossed about their customer's happiness.

The Three key problems if I answered a,b,c or d:

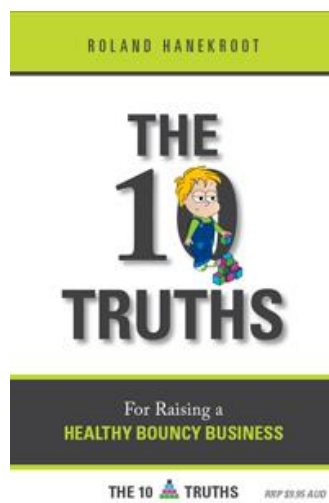
- 1) My margins _____
- 2) My customer acquisition cost (what it costs me to get new clients) will be _____
- 3) Business will not be as much _____ as it could be

Purpose of this webinar:

How can we find out what _____ think about us
What do we have to do to _____ them better
So that we start to make more _____

What can we learn from Apple's fans?

When Apple launches a new product all they have to do is _____ it and people cue for 48 hrs to get one



The Ten Truths

On the whole high quality referrals do not come from just _____ satisfied customers. Ordinary Satisfied customers will stick with a product or service only until something _____ comes along.

The Holy Grail

Raving Fans will do your marketing for you, they will do your market research for you, they'll give you ideas and suggestions for _____ and new products or services, they'll give you constructive _____, they will go out of their way to do business with you and most importantly they'll actively be on the _____ for new customers for you.

Sailing Blind



If we want to turn our ordinary satisfied customers into Raving Fans... We need to know how _____ they actually are to start with.... Small Business owners think they know their customers well... but they mostly _____

Net Promoter Score (NPS)

The Net Promoter Score allows you to measure the level of customer engagement with your business in a single number, that means you can keep track of your customers satisfaction constantly and regularly and simply

RunOurSurvey.com

Adam has a simple app available to implement NPS in small business easily

Bedtime story

Kelvin owns a _____ store. Competition was getting really _____

Kelvin realised that the only difference between his store and every other bike store was in the _____ they gave their customers.

Kelvin taught his staff that they were not allowed to use the word ____ anymore.

The key points to turn customers into Raving Fans:

1. The business (and therefore its staff) acts with _____ and authenticity.
2. The business has something truly _____ to offer the customer.
3. The business works to _____ the expectations of the customer, always.
4. The relationship is about _____ than just money.
5. The people in the business are _____ about the business.

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6. The business sees the customer as a _____ in business.
7. The business displays all of the above _____.

Extra Notes:

Chris Zane

Chris Zane writes about the lifetime value of his customers in his book. A customer who starts out by buying a \$500 _____ at first... may well end up being a gateway to \$200,000 worth of bikes, accessories and service over his _____.

Because of that it is much much more important to ensure that the customer always leaves really _____ so that they will keep coming back year after year and bring all their _____ and family along.

Easy answers



Business owners like most human beings are always on the lookout for the _____ answers... hence the lottery... but to turn your customers into Raving Fans you need to take a _____ view and work at it constantly

Value

The value of a business goes up _____ when it has a highly engaged customer database. The “multiple” can be 2, 3, 4 times that of a similar business that doesn’t have an _____ customer base.

Example companies:

Red Balloon days; Zappos; Byron Bay Cookie Company; Nordstrom; South West Airlines



Joie de Vivre Hotels founded by Chip Conley

Video of Chip Conley on resources page

<http://tiny.cc/customerspage>

Insights/ learnings:

- 1) The holy grail of business is having your customers wanting to buy your stuff in great numbers for the _____ you want to charge.
- 2) _____ who behave like that are passionate advocates or Raving Fans of your business
- 3) The first step in creating _____ Fans is to know with a high degree of accuracy what your customers actually think about you... on an ongoing basis
- 4) A very effective way to get to know that is to implement a customer _____ system called “The Net Promoter Score” (NPS)
- 5) The NPS gives you a constant insight in your customer _____ expressed as a single number.
- 6) Adam has a very simple app available to implement that system in your businesses <http://www.runoursurvey.com/> .
- 7) Once you know how your customers feel about you, you can set about _____ them all into Raving Fans
- 8) Turning customers into raving fans might _____ money in the short term but it opens up enormous _____ for your business over the long term.
- 9) Turning your customers into Raving fans requires _____ thinking.
- 10) Once your customers are Raving fans they will do your customer acquisition for you... for free and your _____ will experience far less pressure.

Notes, your insights... what's come up for me:

Special offers from Roland and Adam:

- 1) Free: Everyone gets a *copy of my book*: The Ten Truths for Raising a Healthy Bouncy Business.
- 2) Free: Everyone gets a *whole bunch of tools* from Adam to help you engage your customers better...
- 3) A one-on-one coaching session about your *Most Pressing Issue* of 75 minutes with Roland: Make a \$100 donation to the Wayside chapel in Sydney: <http://thewaysidechapel.com>
- 4) Your own installation of Adam's *RunOurSurvey* App and system for a discounted price of \$66.



All offers available via the special resources page for this webinar <http://tiny.cc/customerspage>

You will also receive an email with that link 24 hrs after the webinar.

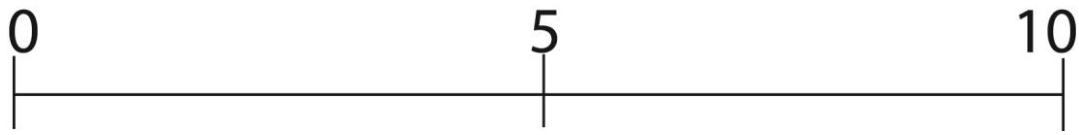
The Key questions:

Who are your top customers, what are they worth to your business over their lifetime and what do they really think about your business?

Actions:

- 1) Go to the resources page...
- 2) Read the articles and the book summary
- 3) Watch the video by Chip Conley

The Scale



This is your Mastery of Customer Engagement Scale. 10 on the scale is that you engage your customers better than anyone... and your customers are all 100% Raving Fans of your business and 0 is the opposite... Where are you on that scale? Place a mark on the scale

List of 25:

Brainstorm a list of 25 simple small actions you could take tomorrow that will move you one step up your *Mastery of Customer Engagement Scale*. Please ensure that each action is small and specific enough that you can block out half an hour in your diary in the next week, to actually do it.

Just because you are writing these things down doesn't mean you're going to do they are just "possibles" that will move you one small increment up your personal scale, if you carried them out ... anything goes... silly, stupid ... impossible, crazy.

We have started the list for you with some sample actions... These are just some possible suggestions to give you the idea... Feel free to throw each and every one out as irrelevant for you.

Your list

- 1) Send a handwritten thank you card to your top 10 customers
- 2) Invite your favorite customer to lunch/ afl game/ golf etc
- 3) Do something outrageous for the next customer you talk to
- 4) Talk to your staff and give them authority to go "beyond reasonable" for their customers
- 5) Investigate "net promoter score" customer survey system
- 6) Call one customer this week for feedback
- 7) Implement a monthly customer survey system (incorporating the Net Promoter scoring system).
- 8) .

- 9) .
- 10) .
- 11) .
- 12) .
- 13) .
- 14) .
- 15) .
- 16) .
- 17) .
- 18) .
- 19) .
- 20) .
- 21) .
- 22) .
- 23) .
- 24) .
- 25) .

Commit:

Finally... please commit to take at least one of the actions from your list... and block out the time in your diary to actually carry out the action next week.

Special offers repeated

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Any questions or feedback:



Roland Hanekroot

New Perspectives

<http://newperspectives.com.au>

roland ph 0404490012

I would love you to email me the outcome of your actions and any feedback or questions, email:

help@newperspectives.com.au



Adam Ramshaw

Genroe Consulting

<http://www.runoursurvey.com/>

aramshaw@runoursurvey.com.