

PROFITS PYRAMID PROGRAMTM

Training #7

Providing an Amazing Experience

Where are you at right now with your experience? What is your current experience picture?

Overall, how are you currently doing with providing an amazing experience in your business?
o To your Prospects?
o To Your Current Clients?
 To Your Past Clients?
o To Your Staff?
o To Your Suppliers?
o To Your Contractors?

How many business?	complaints are you receiving about your products/services or
How many	refund requests or returns are you getting?
How many	referrals are you getting into your business?
0	For Active referrals (you are actively asking people if they know someone who would find you products/services useful and then going and getting in contact with thos people)
	For Non active referrals
0	(people coming to you because you have been recommended to them by a friend or someone they know)

Where are you at right now with your experience? ...cont. Do you hear stories of clients and past clients talking positively about you and your business? On social media, or generally? How often are people thanking you and telling you that you are doing a great job?

Where are you at right now with your experience? ...cont.

Where in your business are you currently not providing a great experience?
O With your Prospects?
O With your Current Clients?
With your Past Clients?
O With your Staff?
o With your Suppliers?
O With your Contractors?
What do you struggle with the most when it somes to providing an amazing
What do you struggle with the most when it comes to providing an amazing experience to your clients? What challenges come up for you?

Where are you at right now with your experience? ...cont. What insights have you got from answering these questions about the current experience picture?

Creating an Amazing Experience for Everyone involved in your business

What are 3 things you could do to improve the experience that you are
currently giving your prospects?
What could you do to improve the experience that you are currently giving
your past clients?

your staff and show them that you value them more? If you do have suppliers or contractors then what could you do to improve the experience of your business for them and show them that you value	If you do	o have staff then what could you do to improve the experience of
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9 Ways to improve your business experience

How much is a client (on average worth to you?) Work out the life time value of your clients.
Use this formula to work out the Lifetime value of your clients: (Average Value of a Sale) X (Number of Repeat Transactions) X (Average Retention Time in Months or Years for a Typical Customer)
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How can y	ou set the right expectation for you	ır clients?
ow can vou	make sure YOU deliver in your bus	iness?

low will	you go the extra mile in your business?
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Client Experience Phases Write down all the different phases that your prost

Write down all the different phases that your prospects and clients go through
in your business
(Try to break it into as many real phases as possible, and you may have a few
different paths, depending on how clients experience your business)

Client Experience Phases cont... Then for each phase write down what your prospects and clients might be thinking and feeling and different experiences they might have during that phase

Client Experience Phases cont...

For any potential bad experiences your prospects and clients might have at each of the phases, write down 1-3 suggestions of what you could do to help make it better for them
Remember to get into their head and look at this from their perspective rather than yours as the business owner, of course we do want to make sure that it works for you and your business as well

Client Experience Phases cont... What insights did you get from doing this task and more importantly what actions will you take to improve the experience for your clients?

When Things Go Wrong

What insights did you get from watching the section on client complaints
and when things go wrong?
What actions will you take to improve the experience for your clients when
things do go wrong?

Turbo Boosting Experience Tips

What insights did you get from the Turbo Boosting Tips and what actions
could you take to improve the experience people have with your business?
 Surveys and Questionnaires
The Personal Touch
 Evangelists
 Ask people to post on social media

Any other comments, "aha" moments or notes that you want to write about that came up during this week's trainings?

This Week's Checklist

- Watch all the training videos for Experience
- Change any of your current experience practices to incorporate the powerful strategies that you have learnt in these trainings
- o Complete this Action Guide
- Attend the Kaizen Q&A Webinar on Monday
- Continue to observe of your thoughts, language, behaviours, habits during the week
- Continue to do your daily success rituals