Now To Wow
Sales Booster

30 Minute Sales Meetings

Theme

There are many customer contacts throughout the sales process. Each contact is a touch-point that provides an opportunity to stand out from the competition and build trust and appreciation to build a loyal customer relationship. Gain a competitive advantage by turning your everyday touch-points that exist now from ordinary to WOW experiences for the customer in a variety of no-cost/low-cost ways.

Approximate Preparation Time

- 15 Minutes

Materials

- No prepared flip chart is needed
- Flip chart and markers
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- The definition of a WOW experience: A WOW experience is positive, random, unexpected, or out of proportion to the circumstance. It invites the customer to smile, play or become highly involved physically or emotionally.

- Prepare a WOW customer service experience to share in the opening. Several examples are provided. Use those as a guide.

- This is designed for 30 minutes. If you have the availability to extend the time, please do.

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
www.30minutesalesmeetings.com • 561-482-8941

Now To Wow

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
5 M	**Opening** Welcome to today's sales booster, Now to Wow. Please put on your "I'm the customer" thinking hat. Have you ever had an experience as a customer that you found yourself saying WOW? Pause. What were some of those experiences? Get 2 - 3 responses. *Leader note: Following are examples to share if there are no responses from the sellers or you do not have a personal one to share.* **Example 1**. A friend purchased a new home last year in March. In December, the Realtor sent all the paperwork from closing on the house needed for preparing their tax returns. The note accompanying the paper work said, "It was a pleasure working with you helping you find your dream home. To make preparing your taxes easier, I've enclosed copies needed for your tax returns. Even though you have these, I thought I'd save you some time from searching for them. Best to you for the New Year." **Example 2.** The newspaper carrier left a sticky note on the newspaper upon our return from vacation. The note said, "I missed serving you while you were on vacation. I hope it was a great vacation. Your Newspaper Carrier." **Example 3**. In the hotel bathroom, the soap was sealed in wrapping. One side of the wrapping has the manufacturer name… Neutrogena. The other side says, "Thanks for being here." Thank participants for sharing their experiences. What are the after effects when someone has a WOW moment? *Possible responses:* • *They refer the person to others*	Large Group	

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Time	Session outline	Dynamics	Visual
	• *They have higher regard for the person and the company they represent* • *It leaves a good impression to want to continue doing business with them* • *A great feeling* What is the value for us to look at opportunities to get a WOW from our customers? *Possible responses:* • *Always nice for customers to feel good* • *They would refer us* • *Customers would be more loyal to us* • *What comes around, goes around* Let's explore how we can do this too.	Large Group	
2 M	**Wow Definition** On your Success Achievement Plan worksheet page 1 is our working definition of a WOW experience. A WOW is an experience that is positive, random, unexpected, or out of proportion to the circumstance. It invites the customer to smile, play or become highly involved physically or emotionally.	Large Group	Success Achievement Plan Worksheet Page 1
5 M	**Turning Our Ordinary NOW Situation into a WOW** It's 3 simple steps to go from Now to WOW. Please look at your Success Achievement Plan worksheet page 1 to review the 3 steps. 1. First make a list of our customer touch points and write them in the first column. 2. In the second column we'll write what we currently do at that touch point. 3. The last step is to brainstorm how to elevate this touch point to a WOW. This is brainstorming and might yield	Large Group	Success Achievement Plan Worksheet Page 1

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Time	Session Outline	Dynamics	Visual
	some answers that are not possible and that is okay. We do want to list as many ideas as we can to help us find a couple of ones that are a WOW! Let's look at the 3 steps through several examples. *Leader note: These examples can be used if you do not have any from your organization.* **Example 1:** **Touch Point**: The customer meeting at your office ends. **Now**: We say, "Good-bye and have a nice day." Is this anything special? **WOW:** A WOW opportunity is to have a bowl (fish bowl type to be able to reach your hand in) and in that bowl have little cards with quotes on them. When you say good-bye, ask the customer to take a quote for the day from the bowl. **Example 2**: **Touch Point**: You have closed the deal. **Now**: Write a hand written thank you note and it is mailed. **WOW:** Write a hand written thank you note and include a quote card in the envelope. When they open the thank you note there is a surprise with a quote card (or two). **Example 3:** **Touch Point:** Visiting a customer in response to an escalated complaint. This is the third time there has been the same error from your company. **Now:** Seller shows up personally to resolve the issue. **WOW:** The seller meets with the customer and gives them a screwdriver with a ribbon hanging from it with a note attached… I-Screwed up and a hand written apology. **Example 4:** **Touch Point:** Any email correspondence. **Now:** The signature line includes seller's name, company name, address, and phone number.	Large Group 	Success Achievement Plan Worksheet Page 1

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Now To Wow

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
	WOW: Add an inspiration quote of the day, a testimonial or a compelling statistic. What comments or questions do you have about the example(s)?	Large Group	Success Achievement Plan Worksheet Page 1
	Creating Our Now to WOWs Ready to follow 3 steps to turn our Now to a WOW? **Step One:** 1. Select table group discussion leaders. 2. Discussion leaders: In your table group, together use the Success Achievement Plan worksheet page 1 and complete the first column listing all customer touch points. 3. You have 3 minutes for this step. Begin. Remember, we are completing the first column only, listing all of our possible customer touch points. (Allow 3 minutes) **Step Two:** 1. Now complete column 2: Things we are doing at this touch point. Please work only on Column 2. 2. These may not be exceptional things you are doing. Don't get hung up on that. It may be as simple as saying, "Thank You." 3. You have 3 minutes to list the Nows. Begin. (Allow 3 minutes) **Step Three:** 1. Complete column 3: Things we can do at this touch point for a WOW experience. Brainstorm and get crazy with your ideas as they may trigger a more realistic one.	Table Groups	Success Achievement Plan Worksheet Page 1 & 2

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Now To Wow

30 Minute Sales Meetings

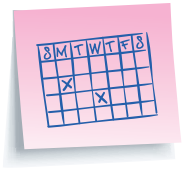
Time	Session Outline	Dynamics	Visual
	Our objective is to discover some low-cost, no-cost ideas and by thinking a little differently we may get many more good ideas. 2. We have 5 minutes. Begin. (Allow 5 minutes)	Table Groups	Success Achievement Plan Worksheet Page 1 & 2
5M	**Sharing Now to WOWs** Each discussion leader please share 2 Now to WOW ideas from your group. If we have more time, we will share more. Thank you. Please make copies of your Success Achievement Plan worksheets and submit them to me. I'll make copies for everyone, as there are many ideas to begin incorporating. Some ideas we may need to work on further before implementing.	Large Group	Success Achievement Plan Worksheet Page 1 & 2
3 M	**Success Achievement Plan Worksheet** Sellers complete the remaining items on the Success Achievement Plan worksheet.	Individual	Success Achievement Plan Worksheet Page 2

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Reinforcement Tips

30 Minute Sales Meetings

Now To Wow



Reinforcing the Message

- First opportunity: 1 - 4 weeks later
- Repeatability: As needed
  New Products or service launches, competitor threat

Facilitation Ideas

- Compile the Now to Wow suggestions from the first sales booster meeting into a document as a reference tool for each seller.
- Use the following questions to lead either table group or large group discussions:
  - Which of these Now to Wows have you used?
  - What, if any, differences are you experiencing from the customer where you applied a Now to Wow?
  - What Now to Wows on this list do you think could still be improved?
  - What additional touch points can be added to the suggestions from last time?
  - What can we do to make those a Wow?

Next Sales Booster

- *Customer Loyalty* or *Success Within the Box* found at www.30minutesalesmeetings.com

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
www.30minutesalesmeetings.com • 561-482-8941

Success Achievement Plan

30 Minute Sales Meetings

Now To Wow

WOW Definition

A WOW experience is positive, random, unexpected, or out of proportion to the circumstance. It invites the customer to smile, play or become highly involved physically or emotionally.

Customer Touch Points	Now	WOW
1.		
2.		
3.		
4.		
5.		
6.		
7.		

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Success Achievement Plan

30 Minute Sales Meetings

Now To Wow

Customer Touch Points	Now	WOW
8.		
9.		
10.		

The Specific Action I will take to increase my success this week:

_____

_____

_____

_____

_____

The resources I may need to implement the Specific Action: (people, time, dollars)

_____

_____

_____

_____

_____

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.