

## **General Session 3: If Disney Ran Your Business What Would it Look Like? Secrets to Create a Customer Experience that is Magical and Build Customer Loyalty For Life!**

### **1. Create the Dream! What is Your Purpose?**

In other words what is your "Why"? Start to brain storm as individuals in your group what is your promise message. Why do you and your staff get up each morning to do what you do?

- Keep it short and crystal clear
- Make it an emotional statement
- Ask each other "Why is this important?"

### **2. Understand the Mindset of Your Customers/Clients: What Do Your Customers Really Want?**

Brainstorm ideas of what you think your customers really want when they do business with you. What experiences are they really seeking that will be memorable, pleasant, helpful and caring? Put yourself in shoes of your customers.

### **3. Observe and Evaluate Your "ON-STAGE" Presence and First Impressions of Your Business and Your People.**

List as many first impressions that a customer or client will experience from your business in the first 7 seconds. Make sure you include your facility and people as well as how you communicate with your customers.

### **4. Treat Them as Your Guest**

Look at your customers and clients as guest rather than customers.

- Have you ever had a good friend or family member stay at your house for a long weekend or week? What were some of the things you did prior to their arrival to make their visit special and a good memorable experience? Make a list.
- While your Guests are staying in your home, what are some of the things you would **not do** during their visit that might affect their experience.

While you are doing this exercise, what observations can you make about your own business and type of experience that you provide for your customers and clients? How would you treat your Grandmother, or best friend?

### **5. "WOW" That Was Magical! How Are You Creating a Top of Mind Awareness and Relationship With Your Clients?**

Brainstorm some ideas, tasks and little extras that you can provide customers **BEFORE**, **DURING** and **AFTER** the customer does business with you that will create a memorable moment. Don't only give your customers what they expect. Give the customer an experience they will always remember. Hint! It is sometimes the little things that you can do for your customer that matter the most for them.