

SECTION FOUR: PRACTICAL IMPRESSIONS

Practical questions & exercises from this section for personal application

TREAT BRAND
& SERVICE AS
INSEPERABLE



HOW DID THE PRACTICAL IMPRESSIONS FROM THE PREVIOUS SECTION GO?

#1: WHAT ARE 5 WAYS YOUR BRAND PROMISES ARE BEING DELIVERED BY YOUR SERVICE? WHAT ARE 3 WAYS YOUR BRAND PROMISES ARE BEING DESTROYED BY YOUR SERVICE?

#2 LIST 3 WAYS YOUR BUSINESS COMBINES YOUR WARP (YOUR BRAND) AND YOUR WEFT (YOUR CUSTOMER SERVICE)?

- 1.
- 2.
- 3.

#3 HOW WOULD YOUR CUSTOMERS DESCRIBE YOUR BRAND?

DOES THIS ALIGN WITH YOUR BRAND PROMISES AND SERVICE DELIVERABLES?

#4 LIST BRAND PROMISES YOUR BUSINESS HAS AND HOW YOUR SERVICE SUPPORTS THESE PROMISES

#5 LIST 3 WAYS YOUR BUSINESS IS SHOOTING WITH A DIFFERENT ARSENAL THAN YOUR COMPETITORS AS DESCRIBED IN THIS SECTION OF CUSTOMER RELATIONSHIP IMPRINTING

- 1.
- 2.
- 3.

#6 WHAT ARE 3 POSITIVE OR NEGATIVE WAYS YOUR SERVICE REFLECTS AND REPRESENT YOUR BRAND?

- 1.
- 2.
- 3.

#7 WHAT ARE SOME AREAS THAT YOUR SERVICE HAS NOT DELIVERED YOUR BRAND PROMISES AND WHAT WERE THE RESULTS?

#8 LIST A FEW WAYS HOW YOUR TEAM CAN TREAT BRAND AND SERVICE AS INSEPARABLE. GIVE SOME PRACTICAL EXAMPLES

#9 LIST A FEW WAYS YOUR BRAND REPRESENTS YOUR CUSTOMERS.

#10 NAME SOME BUSINESSES THAT SEEM TO HAVE MARRIED THEIR BRAND AND SERVICE TOGETHER WELL?

WHAT IS DIFFERENT ABOUT HOW THEY OPERATE, COMMUNICATE AND DEMONSTRATE THEIR VALUES?

BONUS MEMORIZE CUSTOMER RELATIONSHIP IMPRINTING ELEMENT NUMBER FOUR:

“TREAT BRAND & SERVICE AS INSEPARABLE”

CUSTOMER RELATIONSHIP IMPRINTING DEFINITION:

THE ABILITY TO ATTRACT, ACQUIRE AND RETAIN MORE CUSTOMERS WHO FOLLOW YOU REGARDLESS OF CIRCUMSTANCES

GET MORE IMPRINTING TOOLS & EXCLUSIVE CONTENT



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SECTION FOUR: GROUP THERAPY SESSION

For group reading, team building and group discussion

TREAT BRAND
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REVIEW YOUR PREVIOUS GROUP THERAPY SESSION QUESTIONS & TASKS BEFORE BEGINNING THIS SESSION

#1: HAVE EVERYONE IN YOUR GROUP NAME 3 HOUSEHOLD BRANDS & COLLECTIVELY CREATE A LIST OF THE WARP & WEFT OF EACH BRAND. NEXT, HAVE EVERYONE DO THE SAME WITH YOUR BRAND. THEN DISCUSS!

#2: HAVE EVERYONE IN YOUR GROUP NAME 3 HOUSEHOLD BRANDS & COLLECTIVELY CREATE A LIST OF THE WARP & WEFT OF EACH BRAND. NEXT, HAVE EVERYONE DO THE SAME WITH YOUR BRAND. THEN DISCUSS!

#3 HOW DO YOUR CUSTOMERS DESCRIBE YOUR BRAND? DOES THIS ALIGN WITH YOUR BRAND PROMISES & SERVICE DELIVERABLES?

#4 LIST BRAND PROMISES YOUR BUSINESS HAS AND HOW YOUR SERVICE SUPPORTS THESE PROMISES

#5 WHAT ARE SOME AREAS THAT YOUR SERVICE HAS NOT DELIVERED YOUR BRAND PROMISES AND WHAT WERE THE RESULTS?

#6 LIST A FEW WAYS HOW YOUR TEAM CAN TREAT BRAND AND SERVICE AS INSEPARABLE. GIVE SOME PRACTICAL EXAMPLES

#7 LIST A FEW WAYS YOUR BRAND REPRESENTS YOUR CUSTOMERS.

#8 NAME SOME BUSINESSES THAT SEEM TO HAVE MARRIED THEIR BRAND AND SERVICE TOGETHER WELL?

WHAT IS DIFFERENT ABOUT HOW THEY OPERATE, COMMUNICATE AND DEMONSTRATE THEIR VALUES?

#9 IF CUSTOMERS ARE THE REAL OWNERS OF YOUR BRAND, WHAT DO THEY WANT MOST FROM YOUR BRAND AND HOW DOES YOUR SERVICE SUPPORT WHAT THEY WANT?

#10 LIST THE BENEFITS THAT COMES WITH COMBINING THE WARP & WEFT AT YOUR ORGANIZATION