

SECTION ONE: PRACTICAL IMPRESSIONS

Practical questions & exercises from this section for personal application



#1: CREATE A LIST OF CURRENT AND POTENTIAL WAYS YOUR FRONTLINE STAFF CAN INCREASE THEIR RELATIONAL VELCRO. PICK 2-3 ITEMS FROM THE LIST TO FOCUS ON THIS MONTH. THEN ADD MORE NEXT MONTH.

#2 WHAT RELATIONAL VELCRO MOMENTS HAVE YOU MISSED IN THE PAST WEEK WITH YOUR CUSTOMERS?

#3 WHAT ARE 3 NEW THINGS YOU CAN DO NEXT WEEK TO “WOO” YOUR CUSTOMERS?

- 1.
- 2.
- 3.

#4 LIST 3 BENEFITS OF MAKING YOUR CUSTOMERS DAY?

- 1.
- 2.
- 3.

#5 WHAT IS ONE WAY YOU CAN CREATE SERVICE DISRUPTION IN YOUR BUSINESS THAT WILL MAKE A HUGE IMPACT?

#6 WHAT ARE THE WAYS THAT YOU ARE CURRENTLY MAKING YOUR CUSTOMERS DAY?

#7 WHAT ELSE COULD YOUR TEAM BE DOING TO MAKE YOUR CUSTOMERS DAY?

#8 TEAR OUT P. 69 AND SEND IT TO SOMEONE YOU WANT TO READ “CUSTOMER RELATIONSHIP IMPRINTING” WITH YOU

#9 LIST 3 WAYS YOUR BUSINESS HAS EMPOWERED YOUR TEAM TO MAKE CUSTOMERS' DAYS.

- 1.
- 2.
- 3.

#10 WHAT IS ONE OF THE PRACTICAL IMPRESSIONS THAT YOU WILL WORK ON IN THE NEXT WEEK?

BONUS MEMORIZE CUSTOMER RELATIONSHIP IMPRINTING ELEMENT NUMBER ONE:

“FIND A WAY TO MAKE THEIR DAY”

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



IMPRINT ACCESS

Text me directly at: **949.577.8397** and I will not only respond back to you, but you'll become a part of my exclusive Imprint Access community.

Being part of this group gives you access to free CRI content, exclusive offers, discounts and more!

SECTION ONE: GROUP THERAPY SESSION

For group reading, team building and group discussion



#1: AS A GROUP, CREATE A LIST OF WAYS EACH AREA OF YOUR BUSINESS CAN “FIND A WAY TO MAKE YOUR CUSTOMER'S DAY.” ASK ALL YOUR STAFF TO EMAIL/SHARE SUCCESS STORIES OR MISSED OPPORTUNITIES.

#2: AS A GROUP NAME 5-8 NEW OR CURRENT EXAMPLES OF RELATIONAL VELCRO AT YOUR BUSINESS

#3: AS A GROUP SEE WHO HAS THE BEST EXAMPLE OF THE WORST CUSTOMER SERVICE THEY HAVE RECEIVED AS A CUSTOMER AND THEN IDENTIFY WHAT IMPROVEMENTS CAN YOUR TEAM MAKE TO ENSURE YOU NEVER MAKE A “WORST CUSTOMER STORY” LIST

#4: HAVE EACH STAFF MEMBER PARTICIPATING IN THE GROUP THERAPY WRITE DOWN THREE DIFFERENT THINGS THEY OR THEIR TEAM MEMBERS CONSISTENTLY DO TO MAKE THEIR CUSTOMER'S DAY WITHOUT IDENTIFYING WHO IT IS.

#5: DURING A GROUP THERAPY SESSION, TAKE ALL OF THE ANONYMOUSLY WRITTEN CARDS AND HAVE SOMEONE IN THE GROUP READ THEM ONE-BY-ONE WHILE THE GROUP TRIES TO GUESS WHO THE PERSON OR TEAM IS.

#6: HAVE EACH STAFF MEMBER PARTICIPATING IN THE GROUP THERAPY ASK THEIR TEAMMATES/MEMBERS FOR STORIES OF EXCEPTIONAL CUSTOMER SERVICE THAT THEY HAVE RECEIVED AND DISCUSS KEY STORIES AT THE NEXT GROUP THERAPY SESSION.

#7: HAVE EACH STAFF MEMBER PARTICIPATING IN THE GROUP THERAPY WRITE DOWN A STORY ABOUT WHEN THEY QUIT DOING BUSINESS WITH SOMEONE. REVIEW THESE STORIES IN THE NEXT GROUP THERAPY SESSION AND HAVE EACH PERSON WEIGH IN ON WHETHER THEY LET THE OFFENDING COMPANY KNOW ABOUT THEIR EXPERIENCE OR DID THEY JUST WALK AWAY FROM THE BUSINESS?

#8: DISCUSS WHAT AREAS YOUR TEAM IS DELIVERING EXCEPTIONAL SERVICE AS A GIFT AND AREAS WHERE THEY ARE DELIVERING EXCEPTIONAL SERVICE AS A HABIT

#9: AS A GROUP DISCUSS AND COLLECTIVELY IDENTIFY 5 OPPORTUNITIES TO CREATE SERVICE DISRUPTION

#10: WHAT NEXT STEPS CAN YOUR ORGANIZATION TAKE TO MAKE THE DISCOVERIES IN THIS SECTION A REALITY IN YOUR DAY-TO-DAY BUSINESS?