

DELIVER EXTRAORDINARY VALUE TO YOUR CUSTOMERS

2017 SCORE SMALL BUSINESS SYMPOSIUM



Presented by Ray Madaghiele

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Business Energizers

Clarify ~ Organize ~ Act ~ See Results™

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INTRODUCTION

Value you will receive from this workshop

During this session you will learn how to:

- cultivate happy customers who love doing business with you because you deliver the right balance of customer service, quality and price
- attract more customers
- produce loyal repeat customers
- make it easy for your employees to best serve your customers
- convert mistakes into "Wow!" experiences

About your instructor...



Ray Madaghiele is a master facilitator, trainer, coach and speaker who has 30 years of experience helping hundreds of organizations improve their performance and solve big problems.

Ray guides organizations to make quantum leaps forward and quickly maximize their return on investment (ROI) in leadership and organizational development.

Ray has vast experience working with a diverse array of companies, non-profit organizations, and Native American communities and their enterprises.

Ray is the author of *Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process* in which he shares insights into building a more collaborative, high-performing organizational culture and a more profitable business.

Balancing Your 3-Legged Stool



Assess Your Balance of Price-Quality-Service

The three legs of the organizational stool are: 1) Price; 2) Quality; and 3) Service.

Depending on market conditions, the components of the stool may need to be lengthened, widened, shortened or refurbished. At the same time, they have to be kept balanced to support the host of products and services that you provide.

Rate your organization:

1. How does your selection of products and services (stuff) compare within your industry?

1	2	3	4	5
Poor	Fair	Average	Good	Excellent

2. How do your prices compare within your industry?

1	2	3	4	5
Poor	Fair	Average	Good	Excellent

3. How does the quality of your products and services (stuff) compare within your industry?

1	2	3	4	5
Poor	Fair	Average	Good	Excellent

4. How does your level of customer service (how you provide the stuff) compare within your industry?

1	2	3	4	5
Poor	Fair	Average	Good	Excellent

DELIVER 24K GOLD SERVICE™

“Extraordinary service is the result of anticipating and responding to the customer in ways that exceed their desires and expectations.”



Do you want to improve customer loyalty and profitability dramatically? Distinguish your organization from the competition by encouraging your employees to live up to **The GOLD Standard™** by practicing the following four tenets:

Golden Rule – Each employee treats customers (internal and external) like pure gold.

Ownership – Each employee makes decisions as though he or she owns the company.

Love Serving All – Everyone loves his or her job and serving *all* customers.

Diamond Rule – By choosing to “walk a mile in the other person’s moccasins”—truly understanding the needs and desires of your customers—your employees will discover “acres of diamonds” ready for harvesting.

Master these four simple tenets, and you will differentiate your organization from the masses by showing that you truly care about your customers by providing 24k Gold Service. Let’s dig deeper into the inherent power of these tenets.

THE OWNERSHIP PRINCIPLES™

How well are you and your organization practicing this level of ownership?

Try these **OWNERSHIP Principles** on for size:

Optimism – Owners maintain a positive, “can do” attitude, always “looking up” for opportunities and possibilities, even in the midst of chaos. They understand that we create our tomorrows through our thoughts, words and actions today.

We Attitude – Owners are team players who understand the power of synergy and make decisions that are in the best interest of the whole. They give credit where credit is due.

Innovative – Owners fearlessly express their creativity without worrying whether they will fail or look bad, understanding that each failure is a steppingstone to success. They are always looking for ways to improve processes, systems, and performance.

Elevate – Owners are never satisfied with the status quo. They continuously raise their own bar to higher levels of personal effectiveness and productivity—and inspire others to do the same.

Responsibility – Owners are accountable and assume 100% responsibility for their thoughts, words, and actions. They see themselves as active contributors to the organization’s success—and their own.

Solution-Focused – Owners do not dwell on problems but instead focus their attention on solutions—converting problems into goals. They do not waste energy on blaming and finger-pointing.

Helpful – Owners enjoy “Wowing” their customers—internally and externally. They seize each interaction as a “moment of truth” for taking the initiative to serve before being asked.

Integrity – Owners do what they say they will do and follow through on their commitments. They model the organization’s values and operate consistently with policies and procedures.

Productivity – Owners know how to manage their own enthusiasm and energy. They prioritize their goals so that everything they do is highly focused and productive. Imagine what your life and your organization could be like with such a culture of ownership. The words “fulfilling” and “successful” come to mind.

What is your organization doing to create a service culture of ownership?

CUSTOMER PERCEPTION IS REALITY

A business will make it or break it based on customer perceptions. Whether a customer's logic is correct or not is not the question. If they believe something is so, to them it is so.

If customers believe something differently than we do, our first response is to argue with them and convince them of our technical prowess and point of view. Remember that no one ever wins an argument. Instead, become genuinely interested in the other person's point of view and do your best to accommodate them.

1. What are your internal customers' perceptions of your organization?

2. What are your external customers' perceptions of your organization?

3. How do you want your customers to perceive your organization?

4. What can you do to alter your customers' perceptions?

MAKE RECOVERY AN OPPORTUNITY TO WOW!

Do it right the first time, but...!

“Do it right the first time” should definitely be the overriding intention... and mistakes happen! Where there are risks, there are bound to be mistakes.

Most people are afraid to make mistakes. Keep in mind that the best major league baseball players earn millions of dollars and get less than one hit for every three times at bat. It is no different for successful companies. Successful companies experience more individual failures than successes on their road to achievement. It takes a trusting and open environment to allow mistakes and for learning and growing to occur.

When mistakes do happen, they are extraordinary opportunities to WOW the customer. They are perfect opportunities to create memorable stories.

What does one unhappy customer mean?

Each customer will tell at least 9 other people about the unhappy experience with your company (or Tweet it to the world).

Do you know how much one unhappy customer costs your company?

*What Unhappy Customers Do... and Don't Do **

- *96% of customers who are dissatisfied with service do not complain*
- *90% of these customers will not return*
- *Each one will tell a minimum of 9 other people about the unhappy experience with your company*

* From the Technical Assistance Research Program (TARP), White House Office of Consumer Affairs, Washington, D.C.

What does one unhappy customer really mean to your company (in \$\$)?

MAKE EXTRAORDINARY WOW! SERVICE EASY

The systems and procedures you have in place should all support your company's vision and enhance the ultimate service experience and profitability.

- 1. What systems do you have in place for serving the customer?**

- 2. What existing systems and/or processes impede quality service?**

- 3. How can the systems and/or processes be improved?**

- 4. What new systems and/or processes need to be created?**

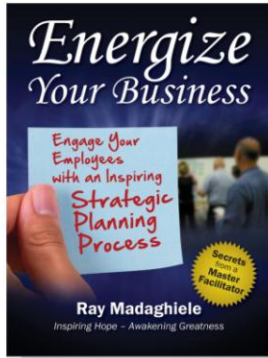
- 5. What other improvements can be made?**

SCORE SYMPOSIUM SPECIAL!

Attendees receive 20% Discount on Ray's Print Book

(Go to www.EnergizeYourBusiness.biz and enter the **Discount Code YENN9R4C** at checkout)

Want to Energize Your Business?



Planning is vital for the success of your business—no matter how many employees you have. And you don't have to do it alone. In fact, you shouldn't. Engaging your employees in the planning process is the best way to gain enthusiastic buy-in and support.

Do you want to get clear, get organized, get going, and get results as quickly as possible? If that's what you're looking for, this is the book for you.

A strategic planning process done well . . .

- is an engaging, inspiring and fun opportunity to create collaboration and cooperation among all employees
- creates alignment from the top of the organization to the frontline—getting everyone moving in the same direction toward the same vision and goals
- attracts the right and perfect employees and customers, people who resonate with your organization's culture and aspirations
- energizes and lifts your organization and everyone in it to the next level of success and fulfillment!

Throughout *Energize Your Business*, the author shares his secrets and proven, practical tools and tips accumulated over his 25 years of experience facilitating groups. You will read stories and examples of successful companies who have implemented the very principles and processes discussed in this book.

After reading this book, you will view strategic planning in a new light—as one of the best ways to truly engage your employees in the success of your organization. You'll see just how easy, fun, and inspiring the process can be for everyone involved.



Order or learn more at . . .

EnergizeYourBusiness.biz

10% OF THE BOOK'S PROFITS ARE DONATED TO THE SCORE FOUNDATION

Ray Madaghiele's History, Success & Capabilities

Master Facilitator, Trainer, Coach, Speaker and Business Energizer



Ray Madaghiele is a master facilitator, trainer, coach and speaker who has 30 years of experience helping hundreds of organizations improve their performance and solve big problems.

Ray guides organizations to make quantum leaps forward and quickly maximize their return on investment (ROI) in leadership and organizational development.

Ray has vast experience working with a diverse array of companies, non-profit organizations, and Native American communities and their enterprises.

Client Focus

Ray works with enlightened leaders who want to create an energized, fulfilling environment in which individuals and teams grow and thrive.

Outcomes

- **Clarify** your unique organizational culture and strategic direction
- **Organize** to achieve your vision, mission and goals
- **Act** with everyone on the same page and moving in the same direction
- **See Results** that exceed your desires and expectations

Services

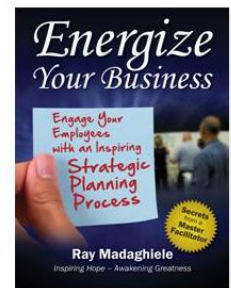
Strategic Planning — Gain enthusiastic support for your organization's Strategic Plan through a well-engineered, engaging process.

Meeting Facilitation — Assure you have an inspiring, engaging and productive meeting that accomplishes your desired objectives.

Leadership Training — Create an empowering, customer-driven culture in which leaders and employees grow and thrive.

Coaching for Leaders — Accelerate your leadership team's professional success and fulfillment.

Ray is the author of ***Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process*** in which he shares insights into building a more collaborative, high-performing organizational culture and a more profitable business.



Contact Ray to speak at your next event

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Business Energizers **Corporate Services**

Strategic Planning ~ Meeting Facilitation ~ Training ~ Coaching

Create a successful, energized, and fulfilling organization!

Results

- Increase profitability
- Improve productivity
- Generate greater employee engagement, satisfaction and retention
- Enhance work/life balance

Clients

- Established and start-up companies
- Non-profit organizations
- Native American communities and their enterprises

Outcomes

- **Clarify** your unique organizational culture and strategic direction
- **Organize** to achieve your vision, mission and goals
- **Act** with everyone on the same page and moving in the same direction
- **See Results** that exceed your desires and expectations

Services

- **Strategic planning**
 - * Strategic planning retreats
 - * Visioning focus groups
 - * Strategic project planning
- **Meeting facilitation**
 - * Leadership retreats
 - * Employee engagement
 - * Teambuilding
 - * Group problem-solving
- **Leadership Training**
 - * How to Facilitate Strategic Planning
 - * Build High-Performing Teams
 - Effective Communication
 - Relationship building
 - Creative problem-solving
 - Goal-setting
 - Customer service
 - Project management
 - Time management
 - * Create Work/Life Balance
- **Coaching for Leaders**



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