



The John DiJulius 2015 Secret Service Summit in Beautiful Cleveland, Ohio



Compiled for the coaching clients of Dr. Mario & Dr. Ron~~both Certified Secret Agents

Presenter John DiJulius: Top 8 Customer Service

8. **Executive Sponsorship** – World-Class starts at the top, the CEO must believe and be on board. He/she must OBSESS over customer service and the leader must be O.C.D. about creating a culture of service.

7. **R.O.X. – Return on Experience** – What results are you getting from the experience? Delivering exceptional service to your customers is an *unfair competitive advantage*. Are you taking advantage of this?

6. **Customer Satisfaction is Overrated** – More important than customer surveys are Retention Rates and Referral Rates. In any business, these are King! To make this happen we must focus on the EXPERIENCE. “Your customer experience IS your best marketing”! When we “retain” vs. “acquire”:

- Focus on the experience
- Less expensive and money spent
- Customer is less price sensitive
- You will have higher satisfaction scores
- You will have a higher average “ticket”
- You will have “brand evangelists”

5. **Stop Competing in Price Wars:** Obsess over the customer not the competition. Who is to blame for this price competition? Ourselves! We’ve trained the customer to be this way.

- Are your customers a coupon away from leaving?

4. **The Currency for Millennials is Purpose** – this generation wants to work for purpose not just money

- Mission statements (*who are we going to be*)
- Purpose (*why we exist*)...both statements are great but not actionable (not easy to measure and too large for day to day actions)
- Customer Service Vision (*what do we have to do each day and are we doing it*). This vision is actionable

3. **Customer Service Strategic Plan** – 10 Commandments as found in DiJulius book

2. **Chief Experience Executive (CXE)** – the fastest growing executive role in the corporate world!

1. **The Art of the Experience** – Make it an ADDICTIVE experience with you and your organization.

Presenter Mike Rayburn: Way we think has to change. We must ask questions (hey, that's what a good dental coach does!)

- What if.....? (Positive)
- What if we could..... ?

Write music you can't play...another way of setting goals that don't exist. Start with what's "cool" and fun and have to courage to think it.

- Write your goal down
- Commit to it
- Take physical action within 24 hours

If you do, the "universe" has a magical way of making it happen.

Resolve to be the best (become a virtuoso).

People usually just rise to the level of acceptability and then coast. For most of us, we simply don't take the time to do it!

What will it take for me to become a virtuoso? What do we need to work on?

Presenter David McClaskey

The difference between a terrible or ordinary transaction vs. an extraordinary transaction is in the minute details!

"The difference is always in the details" everything else is going to happen anyway

1. Design
2. Execution

- It's a management job to design in the details. Management needs to study the science of hospitality; study the best practices; and to examine your **written** processes.
- You can't let your employees "freelance". Examine your written processes and training – Have you designed the details that will provide for excellence in **every** step?

Implementation: **100% execution of all the details, 100% of the time! No excuses.**

- ***** Eye Contact #1*****
- 100% execution of all the details 100% of the time is the goal!
- It's managements job to **insist** that **all** employees follow the check list:

WorkForce (HR) Processes

- | | |
|----------------|---------------------------|
| A. Hiring | E. Coaching |
| B. Orientation | F. Positive Reinforcement |
| C. Training | G. Accountability |
| D. Empowerment | |

Person who gets the complaint solves the complaint.

People didn't pay for your bad day or bad attitude.

People need to "act" if they aren't at top of their game.

Emotional energy is what you get paid for.

Pilots have checklists so why not have one for hospitality? There are no acceptable airline crashes. Why should we accept hospitality crashes?

Audit your execution: is each detail of each of each step examined 100% of the time?

Presenter Amanda Johns Vaden

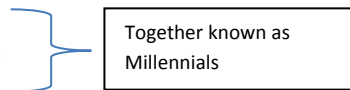
Mature Generation(Born 1909-45): Like face-to-face communication and to build a relationship.

Baby Boomers (Born 1946-1964): Like Phone or Snail Mail Communication and like to stay on top of your mind (they are the largest decision making force)

Gen X (1965-79) like email and like to be engaged (many self-employed)

Gen Y (1980-94)

Gen IY (1995-now) Internet Youth



Millennials like text and social media and want you to get to them.

As of April 2015, Millennials are now the highest numbered workforce.

Social Media tools:

- Hootsuite: Combines social media
- Buffer: drives traffic to a new site
- Sumall – tracking like a dashboard
- Evernote – Camera function that takes pictures of business cards and stores into contact lists
- Use Instagram: a picture is worth 1,000 words
- Periscope: Live streaming like YouTube

Identify your USP (Unique selling proposition)...how are you uniquely different

1. Make people remember us.
2. Show, Don't tell – show me what you do.
3. Be different and stand out...even in simple things like using see-through envelopes or how Coach Ron uses "kids stickers" on his envelopes.
 - Unique gifts
 - Black Envelopes – silver markers

- Succesories.com: you can make custom posters with your own catch phrases: “no one is as smart as all of us”.

LinkedIn is only social media that more men than women use (60-40) learn to use it B to B.

It’s all about being different if I’m going to be remembered.

Presenter Sheldon Harris: What do top performers do?

1. Think Big

- Thinking big makes people passionate about their job.
- It brings out the best in others.
- “The world will know us as the ultimate Ice Cream experience” (Cold Stone Creamery).
- It’s like a 10 minute vacation experience.

2. Hire Big to Win Big

- Do you develop your employees?
- Do you have them in the right position in the company?
- **In less than 90 days** you will know if you have the right person.
- **Hire for things you can’t teach and teach them what you can”**
- “Bust a Move Hiring” – technique used during interviews.
- Always be hiring!! You may find a star in the most unexpected places. Coach Ronism: “have people in the bullpen.”

3. Top performers bring out the best in their people

- Score your own current culture (1-10) and score your own current results (1-10). What is your honest score? Are they in alignment?
- You can have great culture and poor results yet you can’t great results with a poor culture (at least not for any extended time)

Core Value: Integrity in Communication...these phrases, similar to “I feel” messages were worth the price of admission. Be certain to ask us about how to use them.

- *“I will never say anything about you that I haven’t said to you, so please return the favor.”*
- *“We will never say anything about each other that we haven’t said to each other.”*
- **To avoid conflict share observations not conclusions.** *“I noticed that you were wearing blue today, did I miss something I thought we wear red today?”* instead of “you must not listen or what’s up with you are you a rebel?” don’t go to conclusions before you talk
- Take care of the people and people will take care of the business!

Other day one speakers – Dan Kirwan (The Maids) and Joe Malarkey (comedy)

Day 2

Presenter John DiJulius

- Be the Brand your customer can't live without.
- "An experience you can only have with us."
- Our Price match guarantee: *"If you find somewhere that charges more than us we guarantee we will raise our prices to match it."*
- What do you and your staff say if the customer says "I can get it for less somewhere else" Do you throw stuff in? Do you lower your price???
- Don't compete in price wars...compete in "experience" wars.
- Do you really want the cheapest? In reality, they can't afford to go cheap.

Survey results found out that if 92% of brands disappeared people would not care.

How can you be the brand customers cannot live without????

Think about what brand or store could you not go without if it went out of business? There might be those few that many people will say they can't live without. These are usually companies with great customer service. Examples might include Amazon; Google; Starbucks.

Educate do not sell. Coach Ronism: *"tellin' aint sellin', listnin is."*

Make it an addictive experience. Make it a unique memorable moment.

The experience is YOU!!!!

6 Components of the Experience

1. Physical setting~~brick-n-mortar, parking lot, building design
2. Atmosphere~~setting, ambiance
3. Functional Portion~~ease of use
4. Technical~~experience, technology
5. Operational (efficiency)
6. Hospitality

The experience must be

1. Unexpected
2. Memorable
3. Personalized
4. Appreciated
5. Feeling
6. Aware

People will pay more for energy.

When greeting people act as if you were looking for them. Coach Ronism: instead of walking into a room and declaring, “*here I am*” your behavior might be better suited if you declared, “*there you are!!!*”

The 5 E’s always critically important and NO COST! Unfortunately, most CEO’s and employees do not do.

1. Eye Contact
2. Enthusiasm
3. Ear to Ear smile
4. Educate
5. Empathize

“Look Up” video on YouTube is worth the search.

Our “human disconnection” is now in crisis. Look all around you and what do you see? We see people on their devices and a failure to look up and recognize another human being.

Presenter David Murray

Give employees a monthly “Secret Service Allowance” – when you see an opportunity to do something great use the allowance, don’t ask and then keep and report what you did.

Secret Service Day – Red carpet at front, (breakfast for the day or snacks)

What is your Waveability Score (how friendly are you, do you wave?)

Jay Baer, author of book Hug Your Haters

You must respond to negative reviews.

95% of customers NEVER take time to complain. This is scary.

Responding to negative reviews increase advocacy (people will rave about you more if you solve a problem)

Don’t ignore: 500 billion is spent in Marketing Today...only 9% spent on customer service.

Prediction that by 2020 the customer service experience will outweigh the price in consumer’s order of importance.

There are two types of haters:

1. 66% are off-stage haters: they complain by email or phone and 8 out of 9 want an answer or reply.
2. 34% are on-stage haters: they complain in public forums and they want an audience (but only 50% expect a reply). When you answer an on-stage hater they are blown away as they don't expect it. When you reply they have a 30% re-conversion.

80% people trust on line reviews as much as personal recommendations. Testimonials are crucial!

Recognize and Empathize.

HATERS ARE NOT YOUR PROBLEM...IGNORING THEM IS!

Deal with offstage haters before they are on stage haters.

If someone complains on social media or a public forum, reply only 2 times max publically. After that it becomes a black hole.

If customers complain on social media, 40% expect reply within 1 hour.

Haters that send email expect a response even quicker.

Haters that call expect resolution even quicker.

Do you see that the Speed of the reply is Big!!!

Out Hug Your Competition

Final Presenter Dan Thurmon (acrobat and Juggler)

GRIP (Grab Reality an Influence the Present)...be off balance on purpose.

We hope you enjoyed this summary. Now what will be interesting is how many of you will reach out to your Coach and ask for more coaching.

Drs. Mario & Ron