

SEMINAR NOTES

CHIP MADERA

STRATEGIES FOR DELIVERING “WOW!”

Giving customers good service is one thing, but delivering “wow!” is something totally different. In this fast-paced, entertaining, and engaging program, master speaker Chip Madera shows you exactly how to create experiences that get your customers and prospects saying, “wow!” He’ll prove to you that “wow” is a brand you need to embrace if you’re going to create long-term loyalty and endless referrals. Being the best in your industry is no longer enough. You’re now competing with all other business out there who are delivering “wow” level service. Awesome service is the new norm. Discover what you can do to be the company that others are striving to be like. It’s time to get more of your customers saying, “wow!”

Chip Madera is a master trainer in customer retention, leadership, and success. He challenges people to venture beyond the status quo by providing insight, teaching practical new skills, and inspiring action. He speaks over one hundred times each year for major Canadian, Australian, European, and American corporations and organizations. Chip has earned the highly respected Certified Speaking Professional award, the highest earned designation by the National Speakers Association, and has published works on leadership, change, personal performance, and service excellence. Chip considers his purpose to encourage and inspire others to seek, discover, and explore their ultimate potential in business and life!

**How to
Attain and Retain
Customers by
Creating
Unforgettable
Moments**



Chip Madera



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A Moment of _____

Definition: Any moment that a customer can make a negative or positive judgment about our products or services.

Three Observations About WOW!

1. WOW is a _____.
2. Brand = _____.
3. Employees are the most significant players in the branding of your company.
4. Your _____ is anyone who creates better experiences than you do.

POLICIES THAT CREATE ENVIRONMENTS OF “WOW”

POLICY #1: “Go the extra _____”

- See yourself as a “_____”
- Listen to the problem
- Empathize
- Under promise and over deliver
- Follow up

"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."

Peter Drucker

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POLICY #2: No _____

Setting Performance Standards and Measuring Success

- Set standards that will not compromise the delivery of world class service
- Standards for the “_____” AND the “_____”
- “_____’s” get “_____’s”

POLICY #3: _____ - Even when I don’t feel like it

- Happy people create BIGGER _____!
- A smile serves fifty feet away
- _____ gives clients confidence in your solutions

POLICY #4: Take Responsibility for Your _____

Four Ways We Respond to Criticism

1. Denial
2. Admittance/Defense
3. Thankfulness
4. Excellence

"There is only one boss.
The Customer. And he can
fire everybody in the
company from the
chairman on down, simply
by spending his money
somewhere else."

Sam Walton

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We Have Three Choices

1. We can be indifferent to others
2. We can let others upset us
3. We can use each contact as an opportunity to build our professional image (personal brand) and our firm’s brand

POLICY #5: _____ Touchy People

POLICY #6: Respond to Every Concern with _____

- Be specific
- Match nonverbal behavior to words (S.O.F.T.E.N.)
- Keep emotional level appropriate (Mono-Level)
- Stick to the point
- Always say “yes” until you have to say “no.”

POLICY #7: Always demonstrate _____ !