



## CREATING DISTINCTIVE CUSTOMER EXPERIENCES (CDCE)



**Creating Distinctive Customer Experiences (CDCE) helps your employees drive more sales and results in customer retention – for you and your customers. Creating Distinctive Customer Experiences will result in:**

*Better profits as a result of better service*

*Build customer loyalty*

*Increased attainment of new customers*

*More informed and successful front line service people*

*Service tactics that maximize the quality of customer experiences*



CREATING DISTINCTIVE CUSTOMER EXPERIENCES (CDCE)

### CREATING SERVICE EXCELLENCE

- Discover why customers become unhappy and how to view your company from the customer's perspective.
- Capitalize on positive customer experiences.
- Identify differences between orders, advances, and the continuation of sales.

### THE SERVICE TRIANGLE

- Increase sales and profits by using the service triangle.
- Expand productive efforts and teamwork by taking care of internal customers.
- Learn the difference between a "peddler" and a professional sales person.

## THE IMPORTANCE OF GETTING AND RETAINING CUSTOMERS

- Learn how to retain customers for life.
- Boost bottom line profits from 25% – 85% with CDCE.
- Become a valued part of your customer's team.

## MAPPING THE CUSTOMER'S SALES "MOMENTS OF TRUTH"

- Learn how to map the internal "moments of truth."
- Increase sales and profits by understanding sales "moments of truth" and internal "moments of truth."
- Meet and exceed customer requirements.

## PREVENTING OBJECTIONS VS. OVERCOMING OBJECTIONS

- Discover how to effectively prevent most customer objections.
- Learn to reveal and demonstrate empathy.
- The probable effects of overcoming objections vs. preventing objections.

## OBTAINING COMMITMENT VS. THE "HAMMER IN SEARCH OF A NAIL"

### APPROACH TO INTERNAL PROBLEM SOLVING

- Learn how to use Features, Advantages, and Benefits to influence positive action.
- Realize how to obtain commitment and set go-forward objectives.

## DEVELOPING A PERSONAL SERVICE STRATEGY

- Incorporate you own customer's "moments of truth" with your organization's internal "moments of truth" using your delivery system to create a distinctive customer experience.



● ● ● TAKE THE LEAD