

Steps to Delivering



The Celebrity Experience



STEP ONE: Own Up!

- Where are we now...honestly...in terms of giving our customers an exceptional experience?
- Where are we saying NO when we could be saying YES?
- Are we honestly living up to our marketing materials each and every day?



STEP TWO: Dream BIG!

- If Meryl Streep's Mom were our client, how would we treat her differently than our other customers?
- What would it look like if we could give our customers whatever they asked for?



STEP THREE: Decide on Tangible Results

- What concrete measurable results will let you and your team know that you have reached your customer service goals?
- What will your customers think, feel, say, and do as a result of your efforts?



STEP FOUR: Strategize and Prioritize

- Choose an action or a series of actions from your dreaming session.
- Put a system in place to implement.



STEP FIVE: Take ACTION!!

- Don't get stuck on Step Four! Just START!



STEP SIX: Review and Edit

- What's working?
- What's not working?
- What do we need to change in order to make it work?



STEP SEVEN: Celebrate!

- What would the Academy Awards be without the After Parties?
- How can you cheer on the efforts of your team?