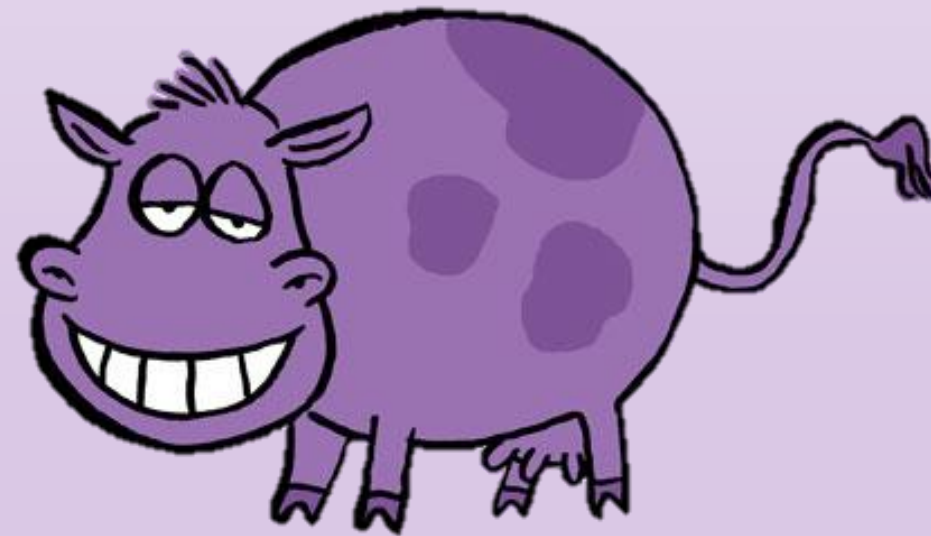


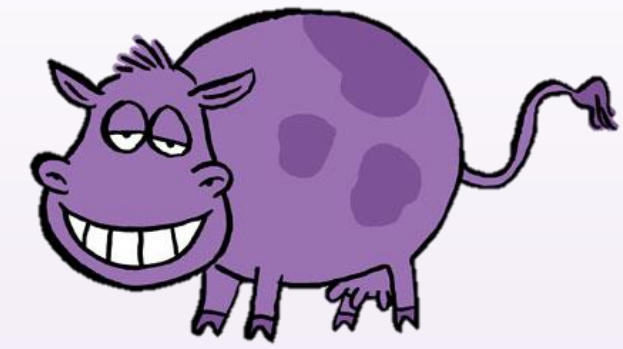
Welcome To Your FIT Online Training Event

A Unique Webinar "7 Ways to WOW! Your Customers"



"Developing Your People to Enhance Your Customers' Experience"



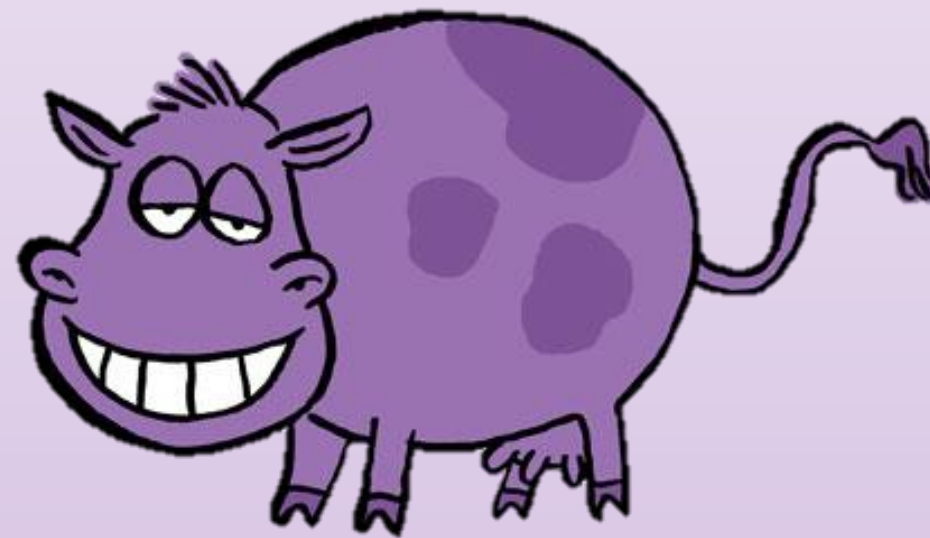


Who's This Webinar For?

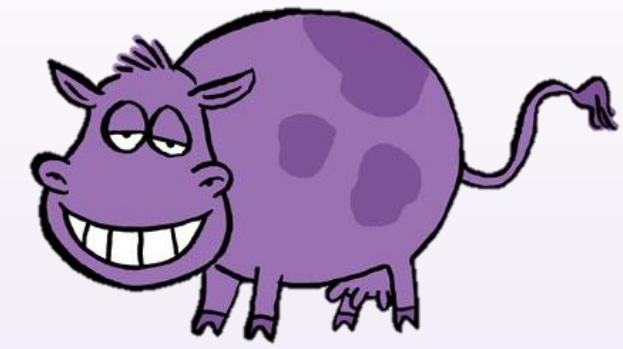
- ✓ Anyone who wants (more) **delighted** customers (or prospects)
- ✓ Anyone who wants customers to become **loyal fans**
- ✓ Those who want to create **Positive Memorable Experiences**
- ✓ Businesses who are 'on **GAS**' and genuinely care about how their customers **FEEL**
- ✓ Business leaders who recognise the **vital role** their frontline staff play
- ✓ Those who **know** there's a **better way** to show up & stand out from their competition



The Purple Cow Philosophy



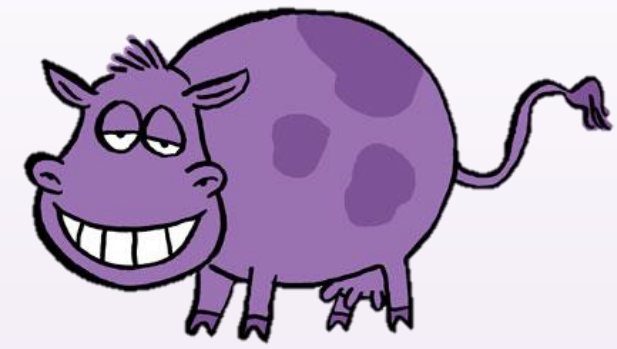
*"It's SMALL things you can DO, BE and SAY that can make a
REMARKABLE difference to your CUSTOMERS' EXPERIENCE"*



So Why Be A Purple Cow?

- ❖ Competitive marketplace...sea of SAMENESS
- ❖ Customers CHOOSE ...based on DIFFERENCES
- ❖ Customer SERVICE ...ONLY real differentiator
- ❖ PEOPLE deliver the differentiator
- ❖ The KNOW, LIKE & TRUST Principle
- ❖ 84% buying decisions...are EMOTIONAL
- ❖ Maya's WORDS OF WISDOM
- ❖ PERCEPTION is a customer's REALITY
- ❖ ONLY way to be PERCEIVED world-class....become a PURPLE COW!



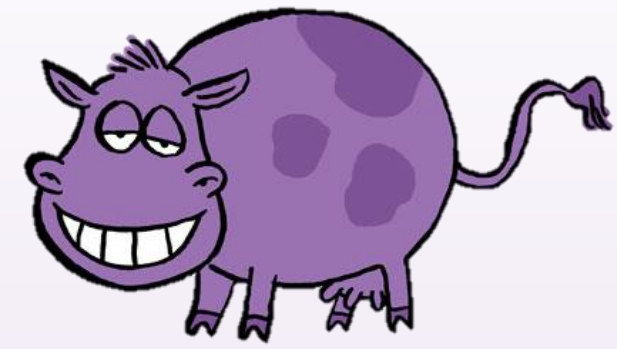


21 Purple Cow WOWs!

21 days to MAKE & BREAK a HABIT

7 Super Secrets of Purple Cow Customer Service

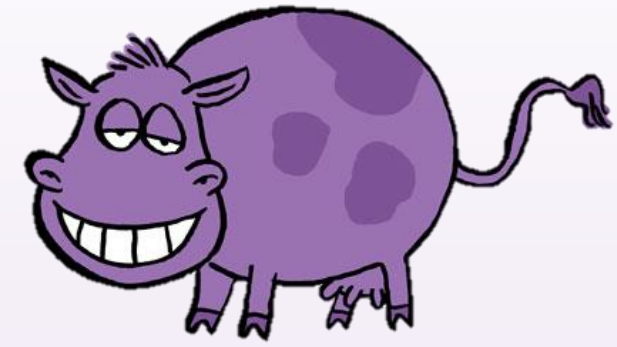




21 Purple Cow WOWs!

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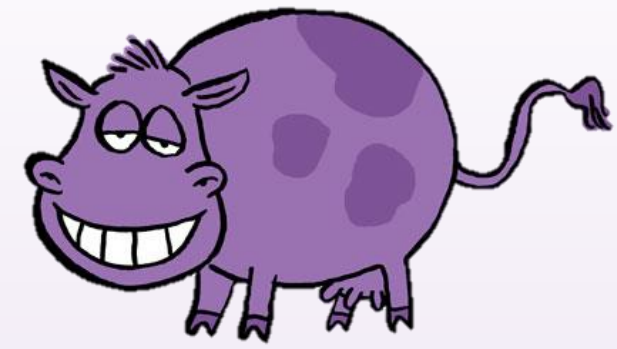


21 Purple Cow WOWs!

21 days to MAKE & BREAK a HABIT



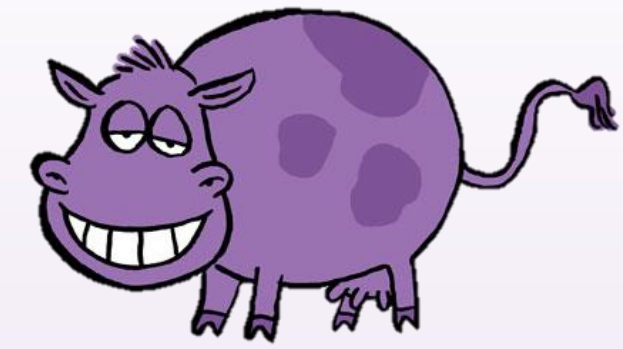
PURPLE COW WOW! #1



COMMUNICATE WITH FEELING!

84%



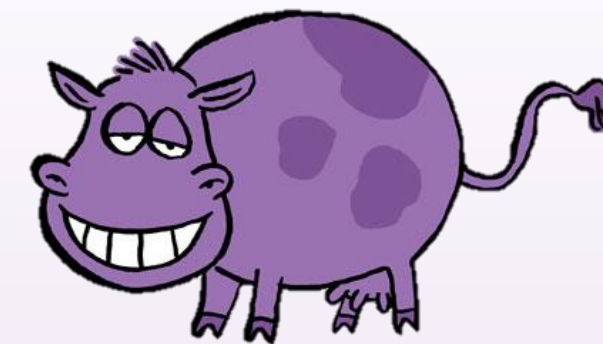


PURPLE COW WOW! #1

COMMUNICATE WITH FEELING!

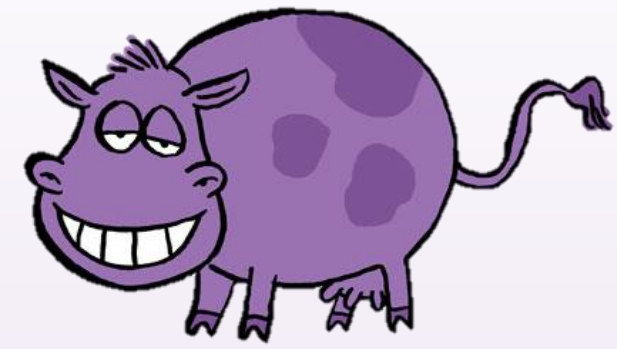


PURPLE COW WOW! #1



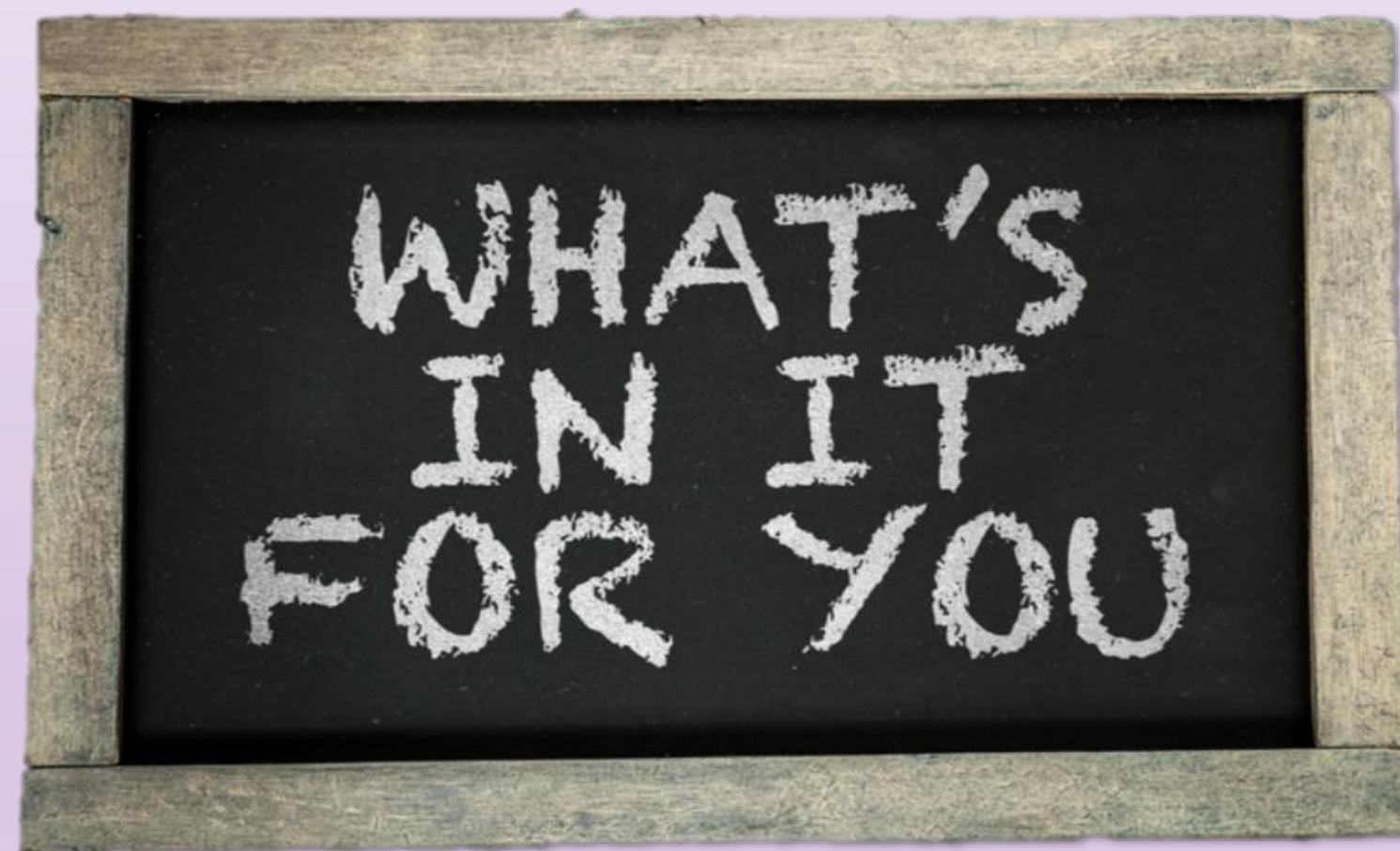
COMMUNICATE WITH FEELING!

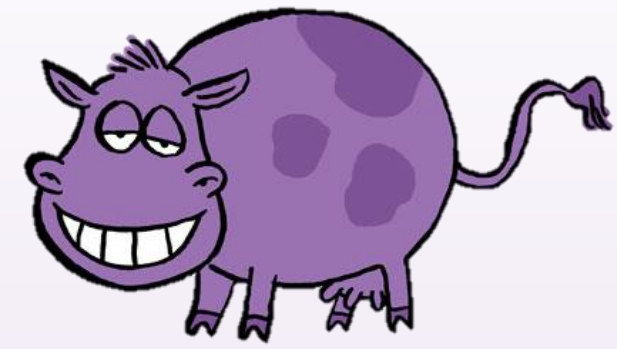




PURPLE COW WOW! #2

GIVE A WIIFY!



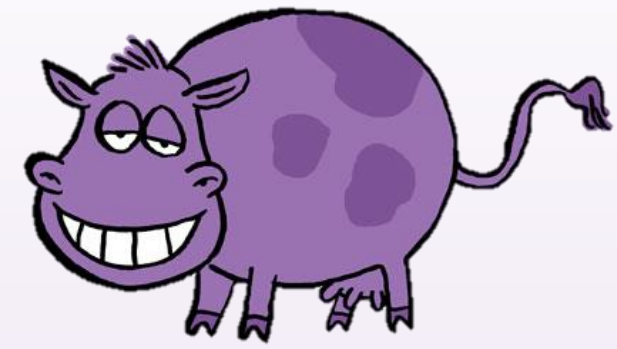


PURPLE COW WOW! #2

GIVE A WIIFY!

BENEFITS

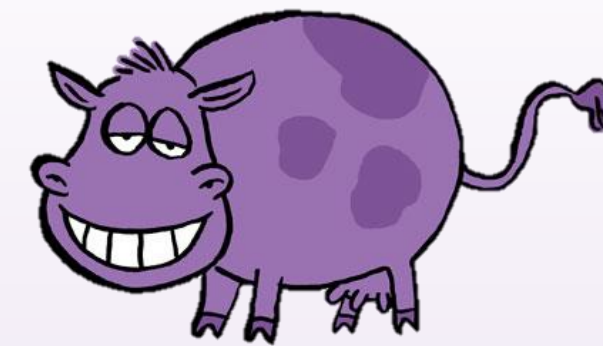




PURPLE COW WOW! #2

GIVE A WIIFY!

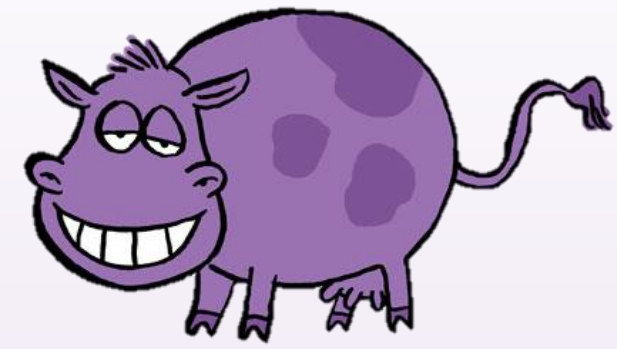




PURPLE COW WOW! #3

TALK IN THE POSITIVE!





PURPLE COW WOW! #3

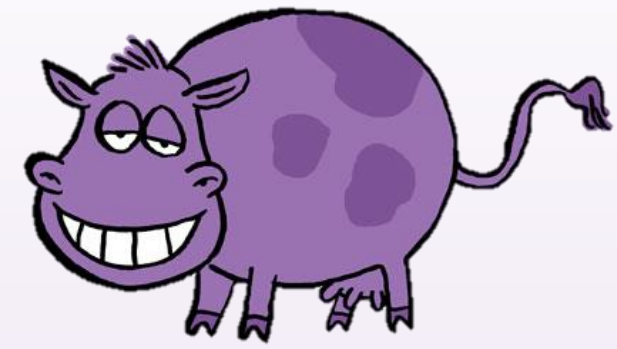
TALK IN THE POSITIVE!

Don't worry

No problem

Don't
hesitate to
contact me





PURPLE COW WOW! #3

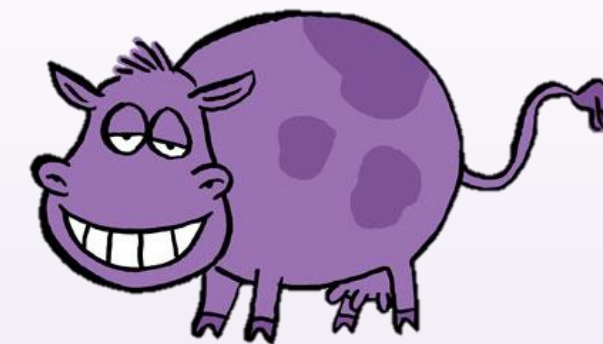
TALK IN THE POSITIVE!

Don't worry

No problem

Don't
hesitate to
contact me

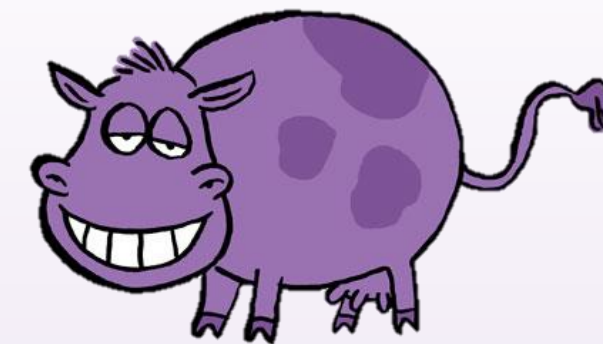




PURPLE COW WOW! #3

TALK IN THE POSITIVE!

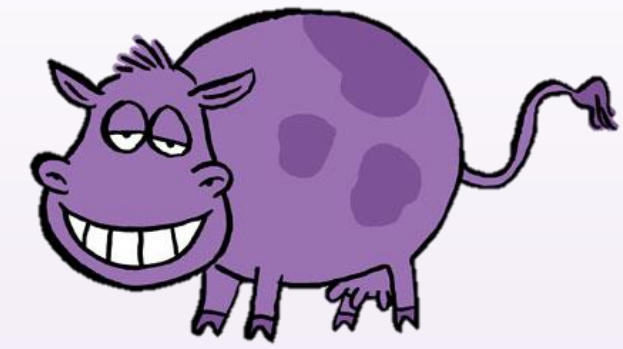




PURPLE COW WOW! #3

TALK IN THE POSITIVE!





DIRTY DOZEN

12 TYPICAL BUSINESS PHRASES

1 "Sorry to keep you waiting / holding..."

2 "I hear what you're saying, but..."

3 "Don't worry, it shouldn't be a problem..."

4 "Bear with me..."

5 "No problem / no worries / not a problem..."

6 "Sorry about that (our error)..."

7 "The problem is / the trouble is..."

8 "Leave it with me..."

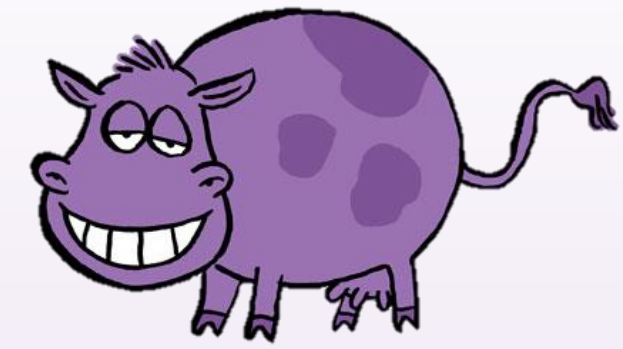
9 "I'll get back to you ASAP / in 5 mins / later-on / straight away..."

10 "You've come through to the wrong department..."

11 "I'll have to transfer you/you'll have to call..."

12 "We don't / we can't / we're unable to..."

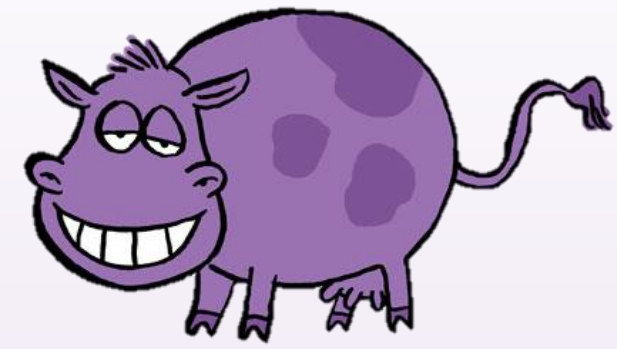




PURPLE COW WOW! #3

TALK IN THE POSITIVE!

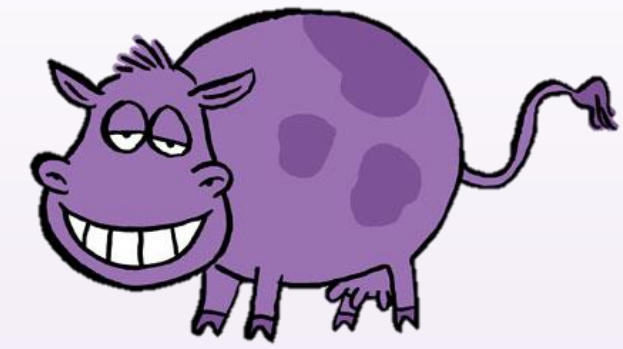




PURPLE COW WOW! #4

DELIVER BAD NEWS IN A GOOD WAY!

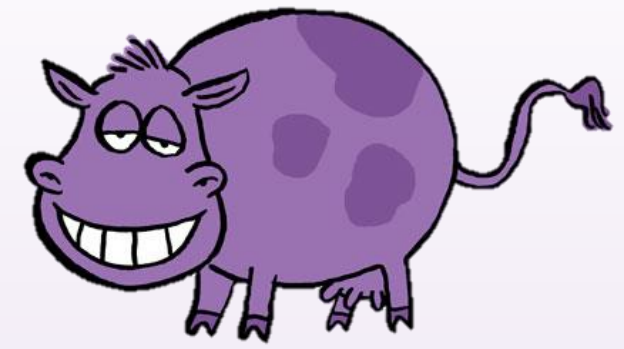




PURPLE COW WOW! #4

DELIVER BAD NEWS IN A GOOD WAY!

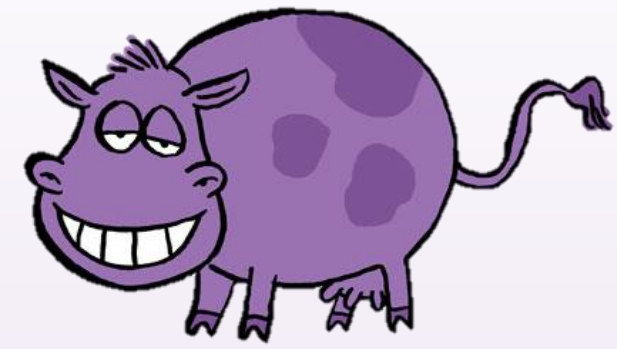




PURPLE COW WOW! #4

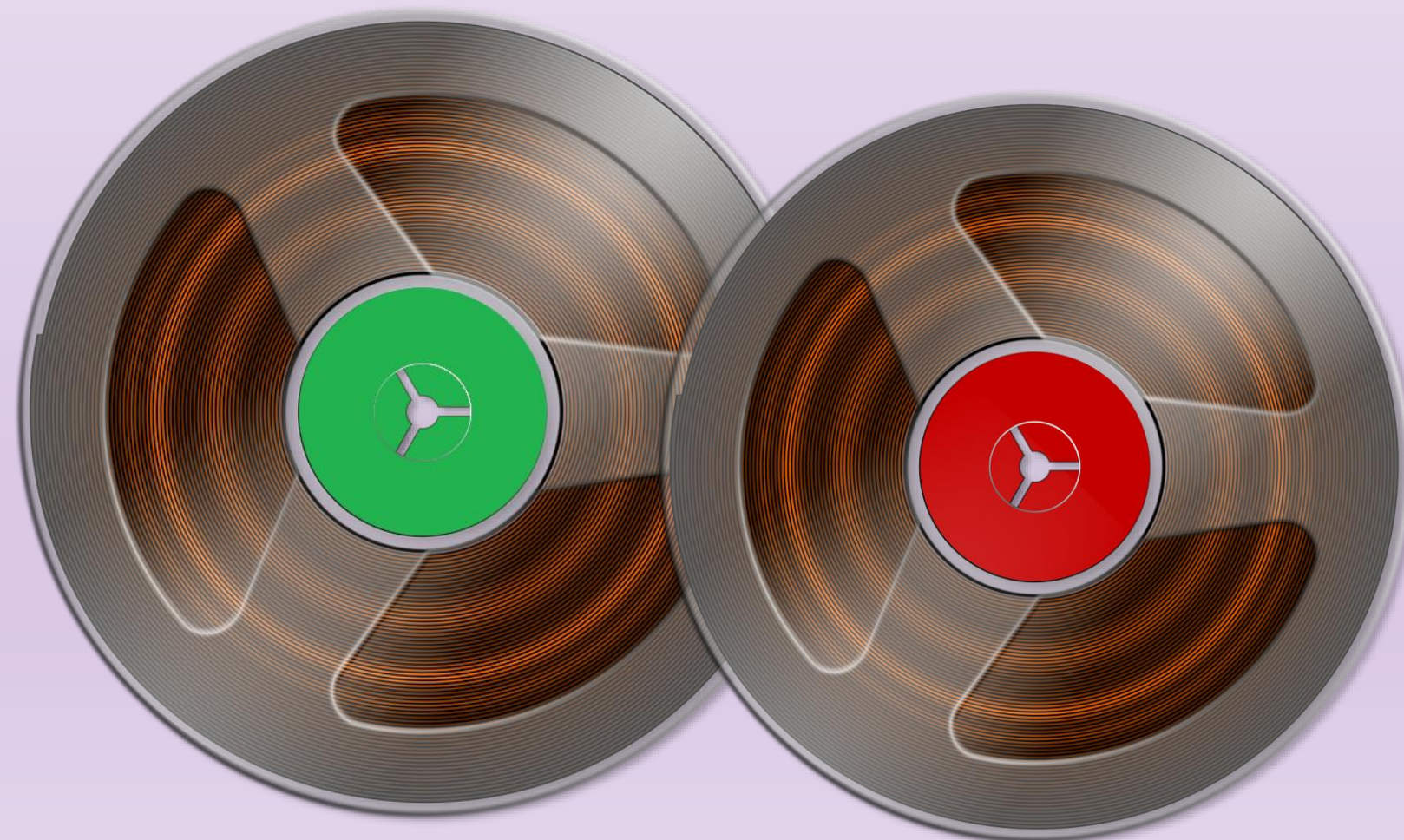
DELIVER BAD NEWS IN A GOOD WAY!

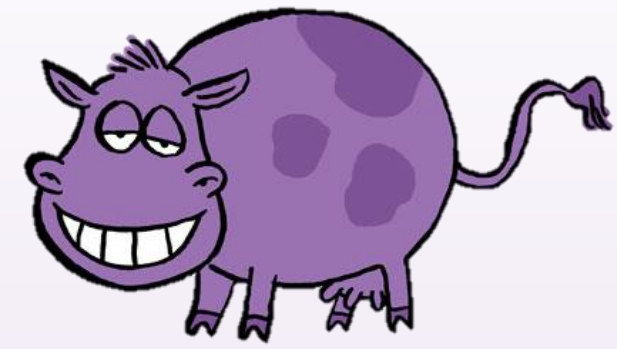




PURPLE COW WOW! #4

DELIVER BAD NEWS IN A GOOD WAY!

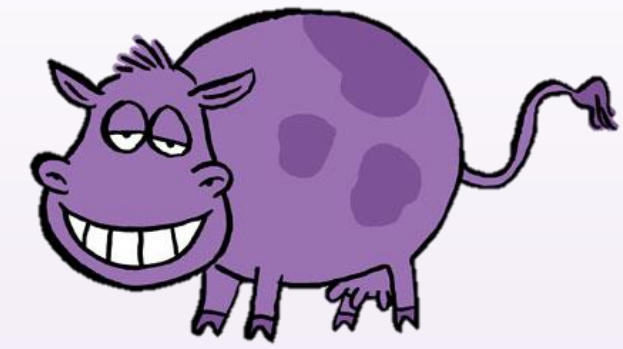




PURPLE COW WOW! #4

DELIVER BAD NEWS IN A GOOD WAY!

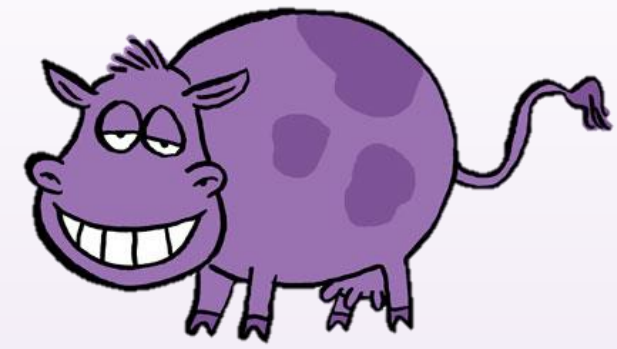




PURPLE COW WOW! #4

DELIVER BAD NEWS IN A GOOD WAY!

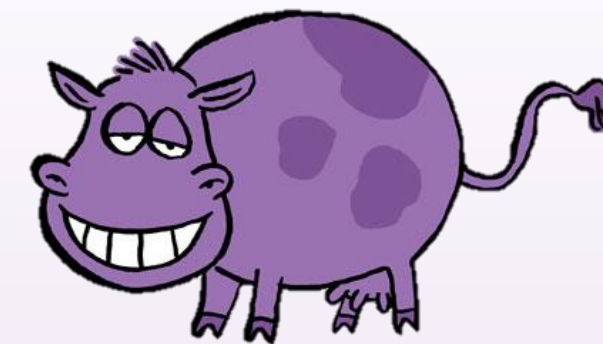




FOLLOW THE UPOD RULE!



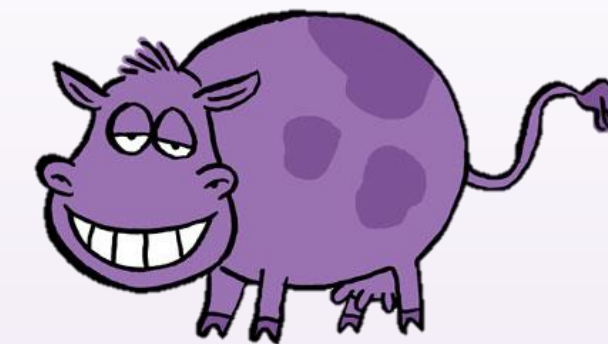
PURPLE COW WOW! #5



FOLLOW THE UPOD RULE!



PURPLE COW WOW! #5



FOLLOW THE UPOD RULE!



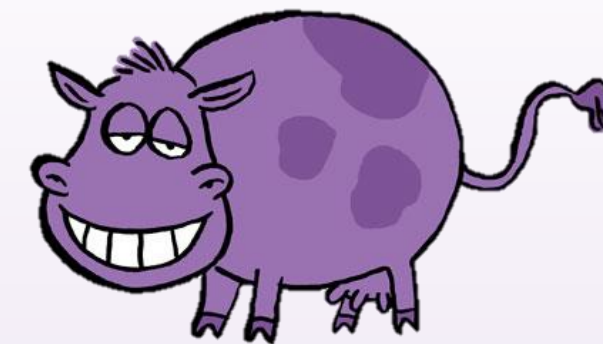
Meet expectations



Exceed expectations



PURPLE COW WOW! #5



FOLLOW THE UPOD RULE!

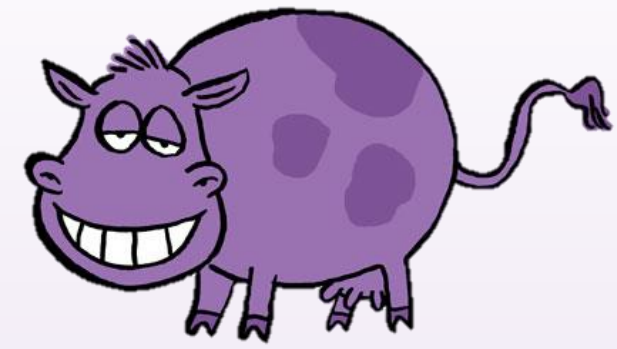
BY

BEFORE

WITHIN



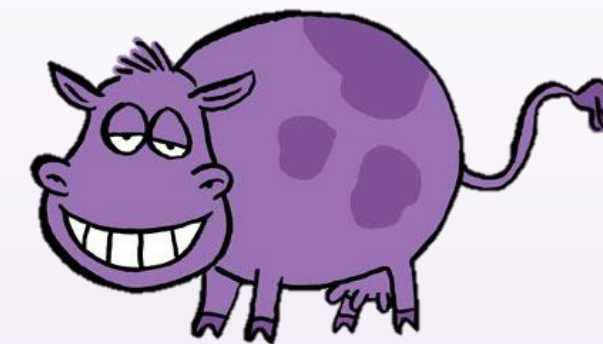
PURPLE COW WOW! #5



FOLLOW THE UPOD RULE!



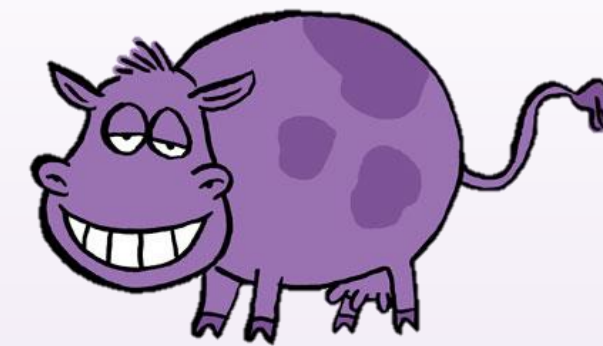
PURPLE COW WOW! #5



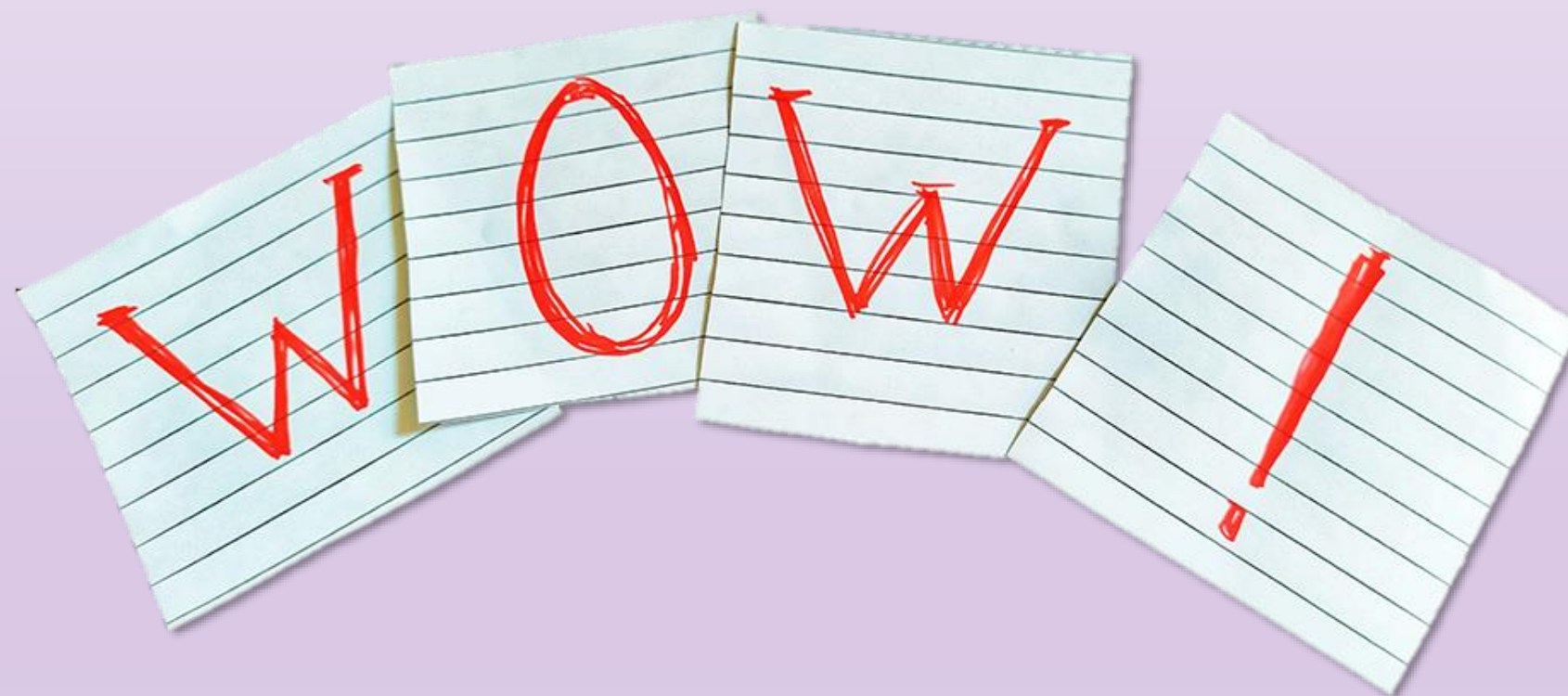
FOLLOW THE UPOD RULE!



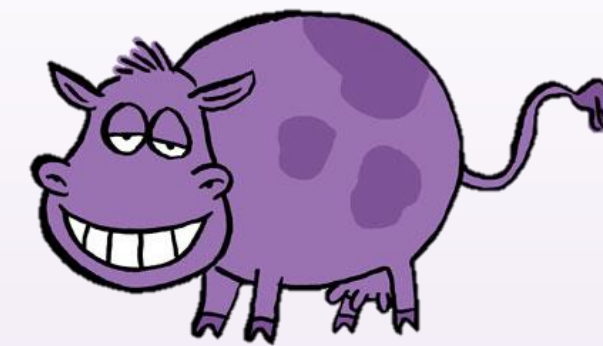
PURPLE COW WOW! #6



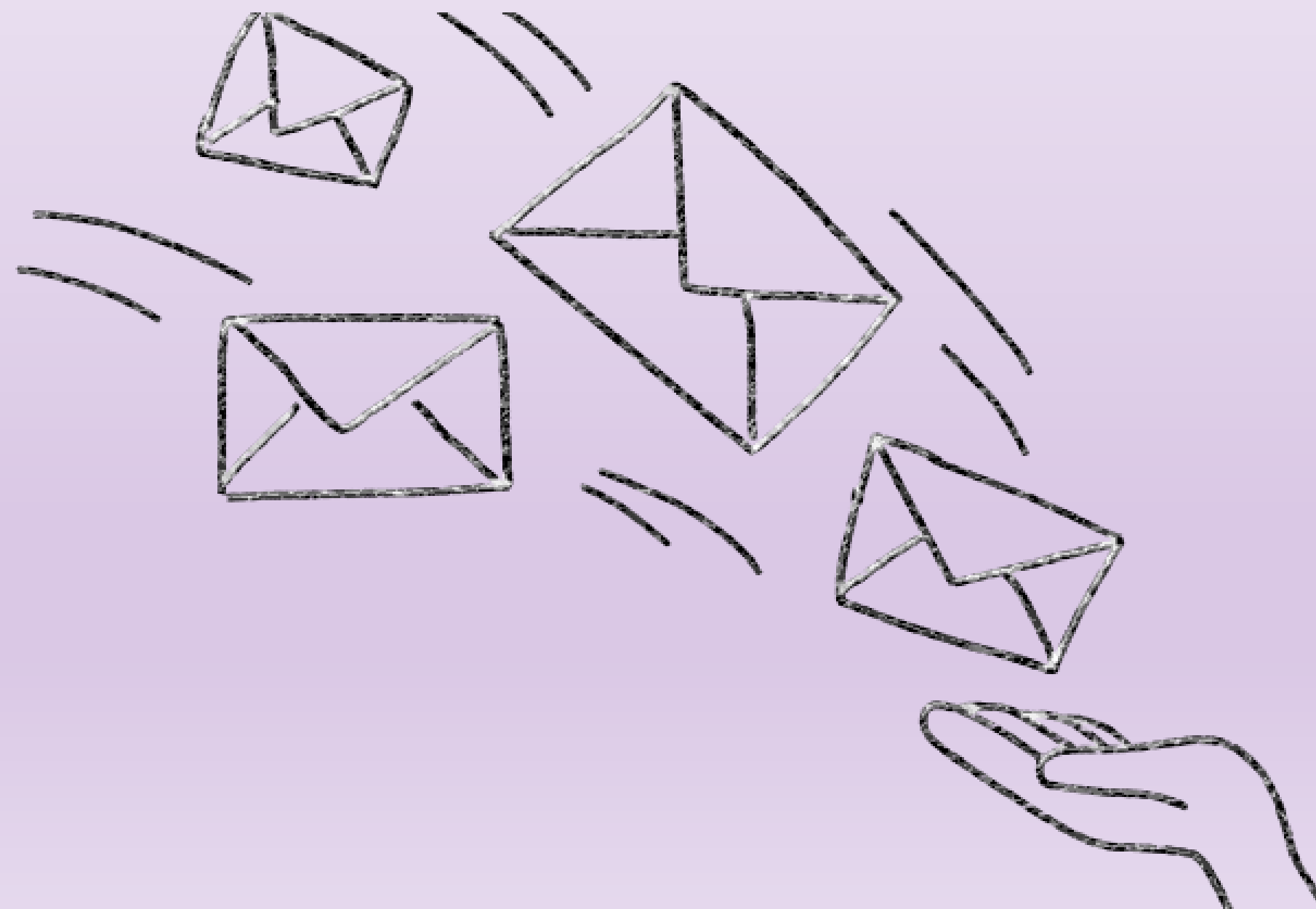
WOW IT IN WRITING TOO!



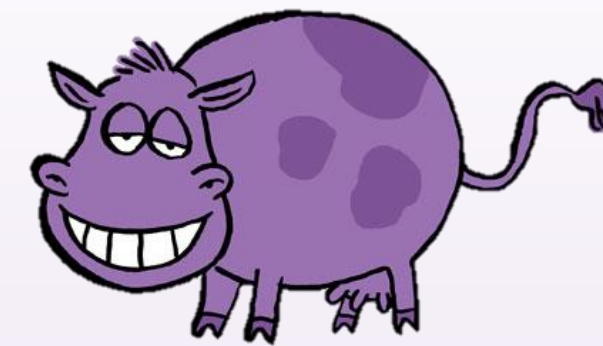
PURPLE COW WOW! #6



WOW IT IN WRITING TOO!



PURPLE COW WOW! #6



WOW IT IN WRITING TOO!

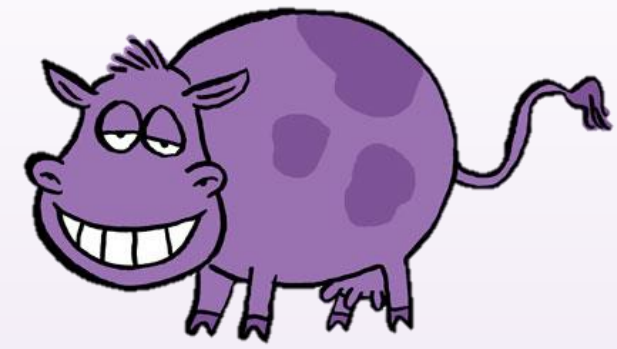
WORDS

HAVE

POWER



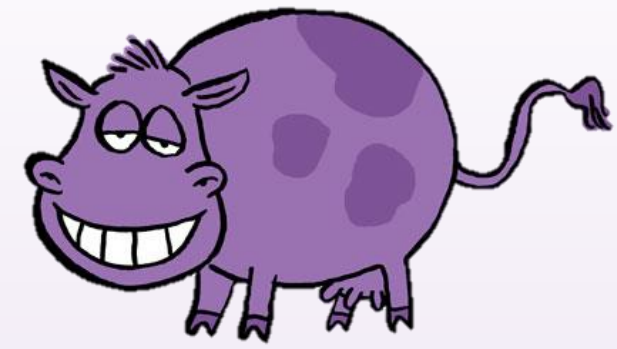
PURPLE COW WOW! #7



“WOWING” IS AN INSIDE JOB!



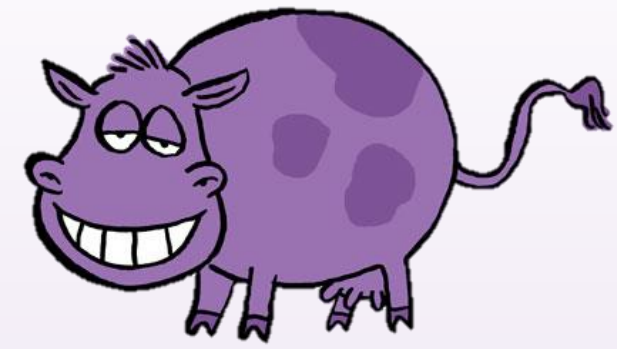
PURPLE COW WOW! #7



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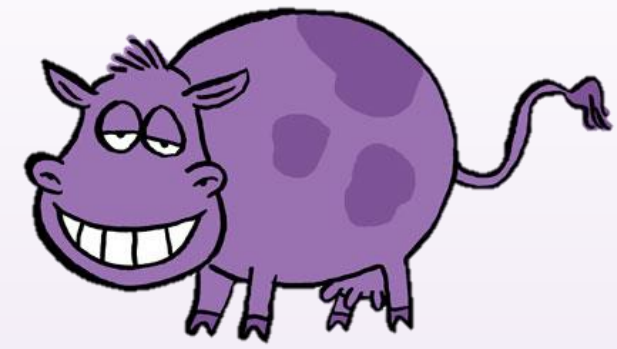
PURPLE COW WOW! #7



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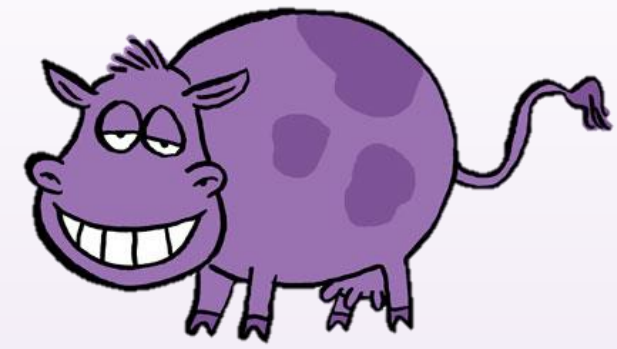
PURPLE COW WOW! #7



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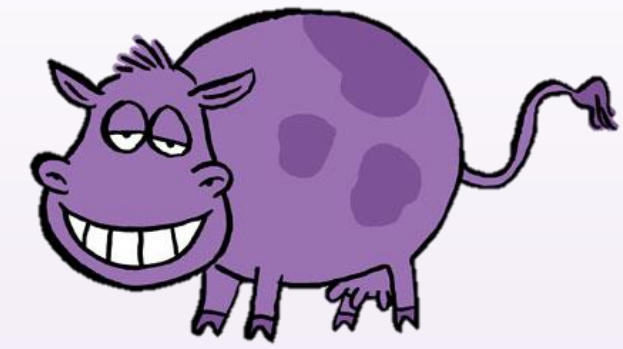


PURPLE COW WOW! #7



“WOWING” IS AN INSIDE JOB!





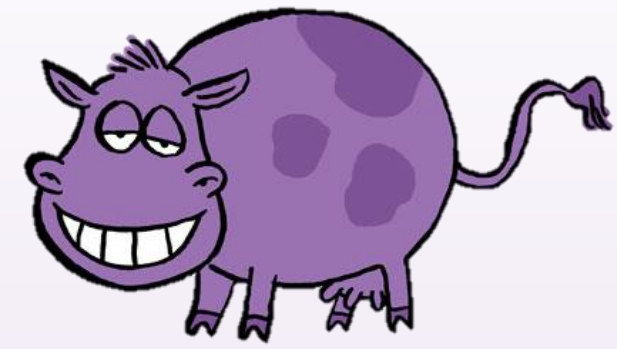
21 Purple Cow WOWs!

21 days to MAKE & BREAK a HABIT

7 Super Secrets of Purple Cow Customer Service

- ❖ Purple Cow WOW! #1 – Communicate with FEELING!
- ❖ Purple Cow WOW! #2 – Give a WIIFY!
- ❖ Purple Cow WOW! #3 – Talk in the POSITIVE!
- ❖ Purple Cow WOW! #4 – Deliver BAD NEWS in a GOOD WAY!
- ❖ Purple Cow WOW! #5 – Follow the UPOD RULE!
- ❖ Purple Cow WOW! #6 – WOW it in WRITING too!
- **BONUS WOW**** Purple Cow WOW! #7 – WOWing is an INSIDE JOB!





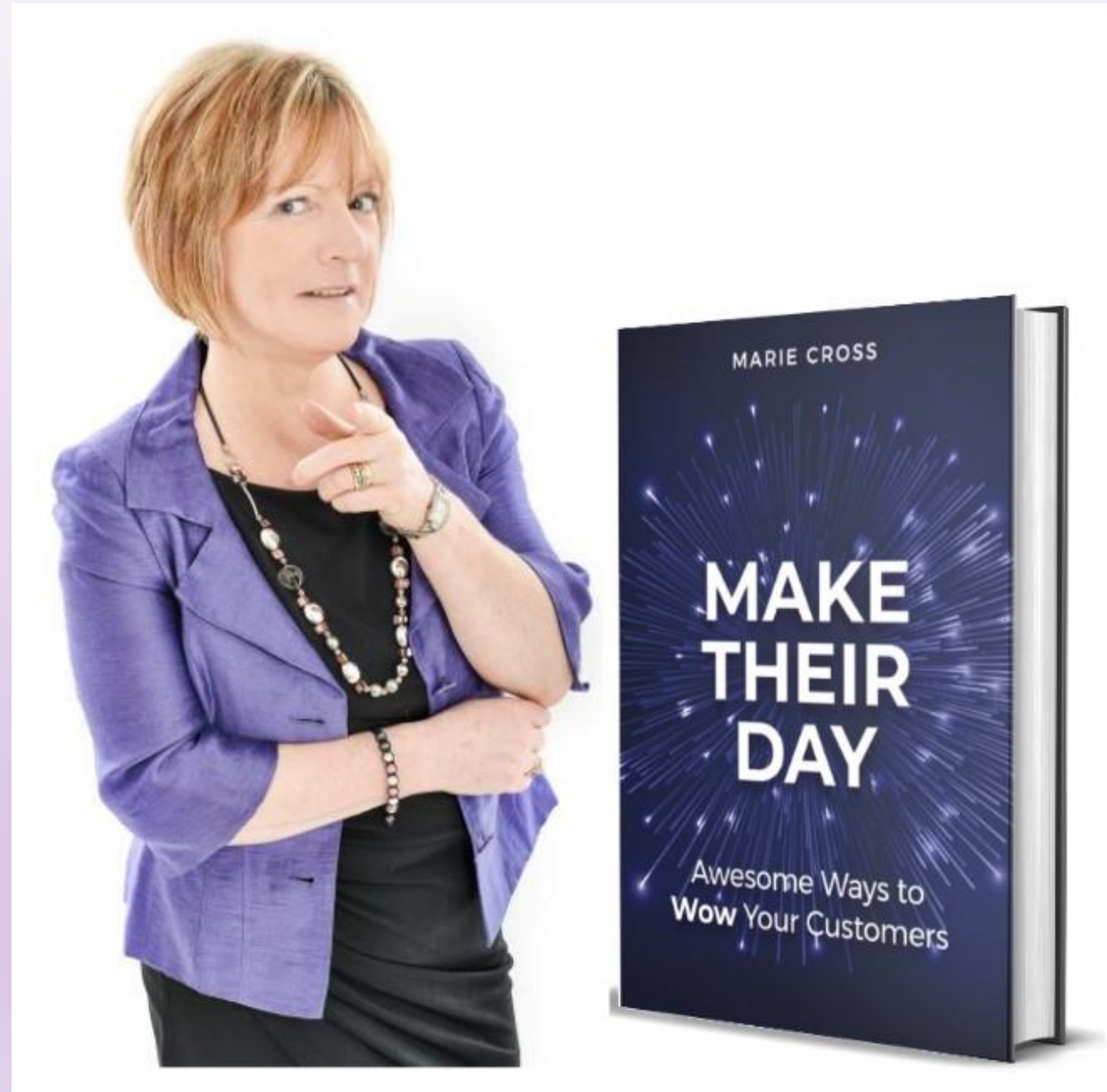
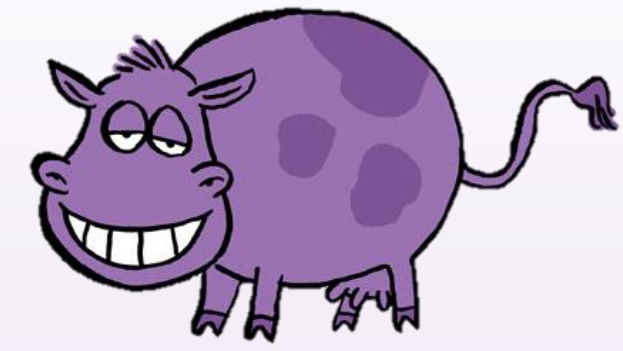
What Can YOU Do DIFFERENTLY Right NOW?

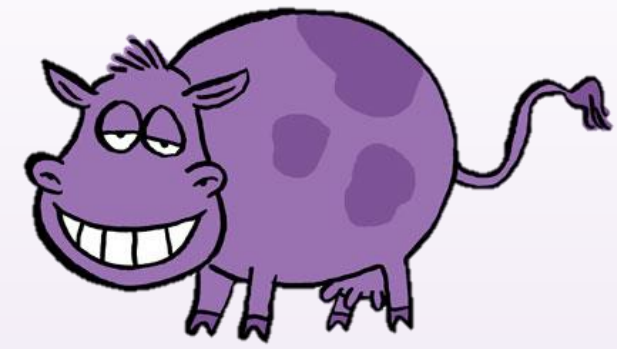
7 QUICK WINS

- ✓ LEAD by EXAMPLE
- ✓ Create a WOW WALL
- ✓ Reward the GEMS
- ✓ Introduce 3 POSITIVE PHRASES
- ✓ Focus on the CAN DOs
- ✓ THANK complaining customers
- ✓ Appeal to the PMMFS bubble

P.S...and get your staff to **WATCH this WEBINAR!**







A Thank You Gift

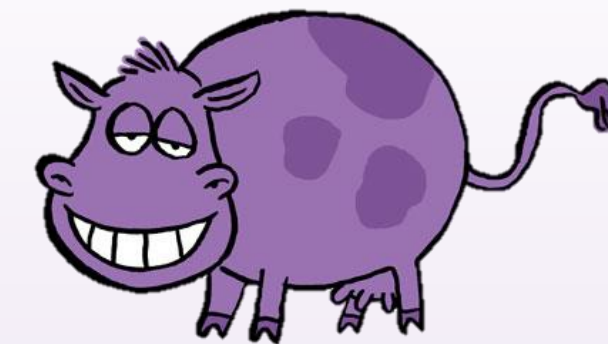
Make Their Day: Awesome Ways to WOW Your Customers

Special Webinar Price £4.99 (RRP £9.99)

Click the link: <https://firstimpressiontraining.co.uk/make-their-day/>

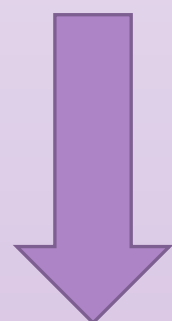
Find your discount code below!



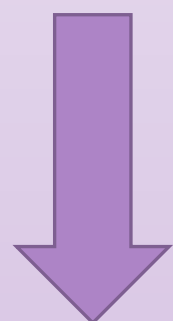


So What Next?

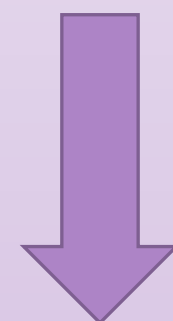
'Mind the Gap' Zoom Meeting
Explore, Discover, Recommend



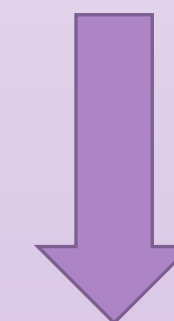
**Healthcheck
& DNA**



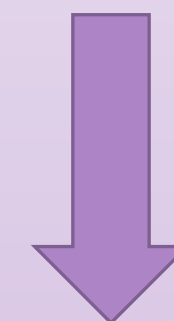
**Bespoke
Solution**



**Online
Training**

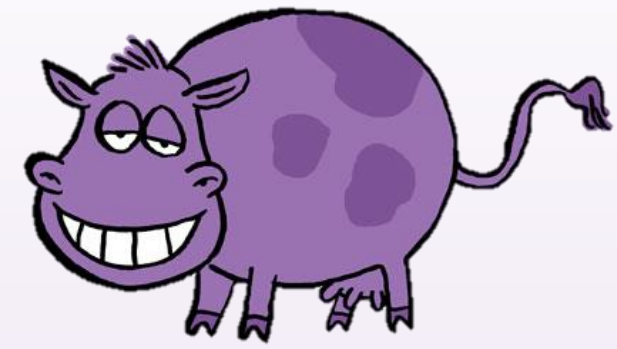


**Consultancy
Support**



N.F.A.T.Y

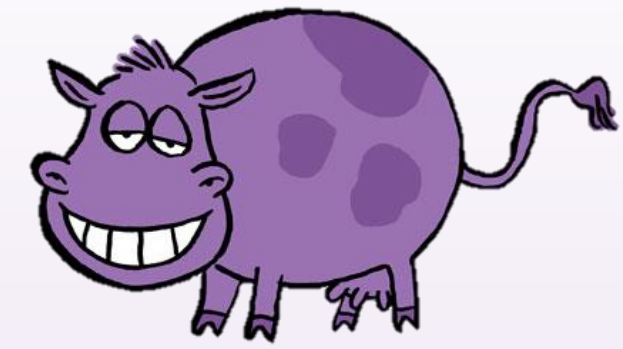




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<https://calendly.com/firstimpressiontraining>



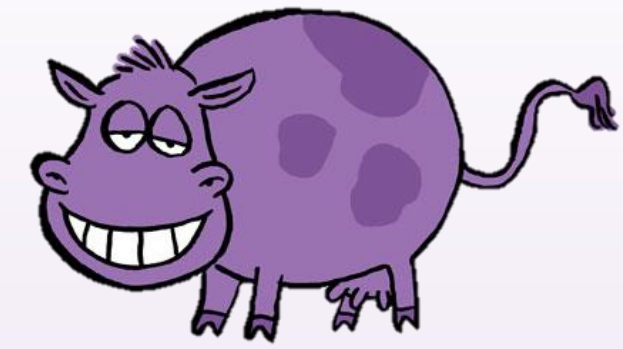


Your FREE Downloads

- **7 WAYS TO WOW YOUR CUSTOMERS SLIDE-DECK**
- **7 WAYS TO WOW YOUR CUSTOMERS WORKBOOK**

Access your downloads below the video!





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