

# Cultivating \$100,000/Year Clients™

## Overview – 4 Steps to Success

- ❑ 1. **Aspire** to excellence
- ❑ 2. **Strategy** is everything
- ❑ 3. Apply **leveraged** marketing
- ❑ 4. Systems make the difference

### 1. **ASPIRE TO EXCELLENCE**

#### 1.1 **Continuously Improve Everything You Do**

- *Have a message to tell*
- *Say it really well*
- *Learn how to sell...*
- *Persist like hell!*

#### 1.2 **Get Great — *There is No Market for Mediocrity***

#### 1.3 **Make A Commitment To Your *Professional Association***

#### 1.4 **Most Training Doesn't Work — Make Sure *Yours Does*** [“The Implementation People”]

Step 1. Phase in an **Implementation System** for free...

Step 2. Then, **charge for it!**

### 2. **STRATEGY IS EVERYTHING**

#### 2.1 **Two Key Strategies For Public Seminar Success**

Step 1. See presenting **public seminars** for **other** training companies as an opportunity to **fast track your growth.**

Step 2. **When it comes to organizing your own, Don't!**

#### 2.2 **Commit To A Market *Niche*.** Begin with a *target market(s)*

#### 2.3 **Create Your Own *Comprehensive Process* – Don't Chase *Events*** [see Service Excellence Initiative/Yr 1.]

Step 1. Become a real **subject expert**

Step 2. **Listen** to your customers **very, very carefully.** Then **add new, related events.**

Step 3. Phase in **new “steps” one at a time**

Step 4. Mix in your **creative genius**

Step 5. **Continuously Improve!**





## The Service Excellence Initiative™ / Year I

### The 6 Step Journey to World Class Customer Satisfaction

*This Flowchart Depicts the 6 Core Training/Implementation "Steps" of the Service Excellence Initiative™ Culture Transformation Process*

**Who Participates:**

**Program Length / Mission:**

- Senior Administrators
- Service Excellence Council (or equivalent)

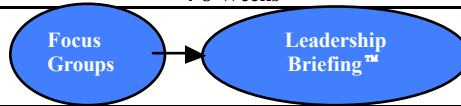


- 3.5 hours
- Decision to proceed or not
- Total understanding of SEI process

(Interval between steps)

4-8 Weeks

1. • Entire Supervisor, Manager, "Leadership Team"



- 4 hours
- Buy in / Commitment
- Preceded by Focus Groups & Interviews
- "10 secrets of World Class Service™"

3-4 Weeks

2. • "Leadership Team"



- 2 days
- Creation of "Service Leadership Teams" to proactively be accountable for "changing the culture"

3-4 Weeks

3. **Service Excellence Advisors:**
- Best of the best, front-line
  - Proven customer commitment
  - Chosen for positive attitude
  - Ratio of 1 SEA per 15-20 staff



- 2 or 3 days
- SEAs Learn How To:
  - Teach the Service Excellence Workshop
  - Serve as a Role Model
  - Conduct New Hire Orientation

3-4 Weeks

4. • Service Excellence Advisors  
• "Leadership Team"



- 1 day
- Cope with Difficult Customers/Co-Workers
- Continue change momentum
- Breakdown and Eliminate "Us vs Them"

2 Weeks

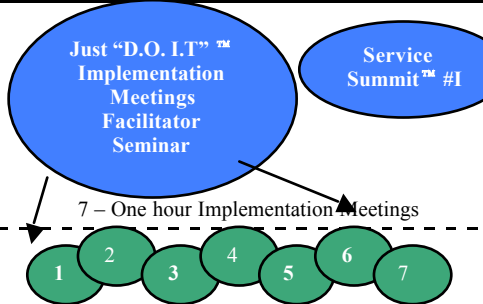
5. • Everyone!



- 3 hours / over a 4 – 6 week period
- Learn core skills of Service Excellence
- Attitude paradigm shift
- Taught by teams of SEA's x 4
- Emphasizes work unit implementation

2 Weeks

6. • Service Excellence Advisors  
• "Leadership Team"



- Just "D.O. I.T."™ Seminar – 6 hours  
How to facilitate J.D.I. Meetings [Daily Ongoing Implementation Tactics]
- Service Summit – 2 hours  
Service Leadership Teams showcase culture change progress

- Everyone

- One hour work-unit meetings
- Facilitated by SEAs/ Set by Manager
- Focus: Implementing Service Excellence

Every 3-4 Weeks

- Service Excellence Advisors  
• "Leadership Team"  
• Year II SEA Candidates



- Result – 1,000's of 1% Changes
- 2 hours
- Work-units showcase their enhanced "Best Practices"
- Celebrates completion of "D.O. I.T." Phase
- Transition to Year II

Phase II/ Year II

Annual Health Care Service Excellence Conference™





### 3. APPLY LEVERAGED MARKETING

3.1 Deliberately Create A **Strategic Alliance** with Key Businesses/Professional Trades/Associations... And Offer “*The Best Of Your Best*”

#### 3.2 Create Your Own *Executive Briefing*

Step 1. Via a “**permission marketing**” check-off on your **evaluation** form.

Step 2. **Leave *Nothing To Chance* When You Deliver Your “Executive Briefing”**

- A. **Meeting Planners Handbook**
- B. Content – includes a timetable
- C. Involvement
- D. Video
- E. Thumbs up, Thumbs Down **Commitment**
- F. Immediate post meeting to **decide**

3.4 Get Really Good At *Referral Marketing*

3.5 **Promote** Your *Comprehensive Process* in *Everything You Do...* Especially Via **KEYNOTES**

3.6 Act On Priority Leads *With Urgency!*

### 4. SYSTEMS MAKE THE DIFFERENCE

4.1 Write and Use Your Own *Marketing/Business Plan*

4.2 Make Everything *Standard Operating Procedure*

4.3 **The Pricing Issue:**

- A. Regular **retail** price
- B. **Preferred** client **3-year** discount
- C. **Translates into** investment **per person/per month**

4.4 **Logistics / Operations:** (turnkey)

- A. **Program Director** Handbook
- B. Program Director & Assistant **College**

4.5 **Maintain Quality Strategic Relationships with:**

- A. **CEO**
- B. **Executive sponsor**
- C. **Program director**

*“If you’ve got a problem, make it a procedure, and it won’t be a problem anymore”*

– *Wayne Cotton*

