



# Delight Your Customers (and create raving fans) With A Stellar Customer Experience They'll Never Forget

## Discover the secrets to exciting today's customers with a special presentation from Terry Watson

Your customers are looking for more than just a great product. They're looking for more than a service that meets their needs.

They're looking for an exceptional customer experience.

**Now more than ever, customer experience can make or break how many new customers do business with you.** Online ratings and reviews, social media threads, and word of mouth referrals are easier to come by... which means if your customer experience isn't up to par, you're going to struggle to compete with the crowd.

Terry Watson is THE premier customer experience speaker – bringing over 20+ years of experience training organizations just like yours in all things leadership, customer experience, and how to leverage both for a bigger business. With his special presentations, **Terry will help your audience discover what an exceptional customer experience looks like... and what's more, how to get there.**

## FEATURED PRESENTATIONS

### I Got This™

Your customers and clients are looking for more than just a good service experience... they're searching for true expertise that will help them through the entire process of working with you. **It's not enough to just be good at your job – you have to present yourself as a TRUE expert in order to win the business of today's consumer.**

In this presentation, Terry will show you not only how to develop your expertise, but to showcase it in a way that generates trust from the marketplace.

## The Yelp Effect: Pleasing The Empowered Customer™

You no longer have customers. You now have Bloggers, online reviewers, and potential Social Media Vigilantes. One bad experience or a perceived unhappy outcome can encourage an online review that will repel potential business like a 2 day old baby diaper. A customer with a Smartphone or an Internet connection has the ability to actually affect your bottom line. Ironically, though, **most businesses aren't handling a problem at the right stage: Before a problem happens.**

In this presentation, Terry will **show you how the simple things have an enormous impact on customer satisfaction** – as well as how to set reasonable expectations for your customer or client so they never feel surprised when something doesn't go according to plan.

## Easify 101™

When you're the expert in your business, **it's easy to forget that your customer doesn't understand the processes that happen every single day.** Because of this, it's easy to leave your customer in the dark with the assumption that they know what's happening behind the scenes. And even easier to be surprised when they're frustrated, unhappy, or ready to stop working with you because they just want things explained to them.

In this presentation, Terry will show you how to not only **design your processes for transparency, but how to communicate with your customer at every step** so they always know what to expect.

**To Book a FREE 30-Minute Discovery  
Call With Terry,  
call 773-880-0777  
email Me@TerryWatson.com  
or visit go.oncehub.com/TerryWatson.**



