

John Dijulius

Chief Revolution Officer






MOVING FORWARD
TOGETHER!





How can you be the brand customers
can't live without?



How you can make price irrelevant?












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MOVING FORWARD
TOGETHER!



Today's illiterate are those who have an inability to make meaningful connections with others.

4



RELATIONSHIP BUILDING SESSION OBJECTIVES

1. Audit your six Critical Professional Relationships
2. Train your employees on how to make an emotional connection on every interaction
3. Use technology to perform basic tasks, enabling employees to focus on what is most important: Building relationships that result in higher customer loyalty, retention, lifetime value, and job satisfaction.
4. Create relationship building training for new and existing employees
5. How to incorporate FORD in every touch point
6. Find the conversation gifts
7. Train your customer facing employees & leaders to be a great listener

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My Slides

tdg.click/tcata



www.dijuliusgroup.com

SCAN THE QR CODE FOR
ADDITIONAL RESOURCES



DOWNLOAD THE SLIDES
TDG.click/TCATA

- John's Test Tube
- Day in the life of a customer video
- The Zapier video
- Blog
- The Customer Service Revolution Podcast
- Comment with John on Social Media
- The Customer Service Revolution Conference
- Customer Experience Executive Academy
- Customer Experience Executive Online Academy
- Become a Licensed CX Coaching
- John's Books



25

MORE IMPORTANT WORLD-CLASS CUSTOMER SERVICE?

A: HIRING

B: TRAINING



4



We don't put our people in Disney, we put Disney in our people.

– Walt Disney

4



CREATING RELATIONSHIPS THAT MATTER



YEAR 2002



You are either an expense that can be found cheaper, or one of the few businesses customers can't live without

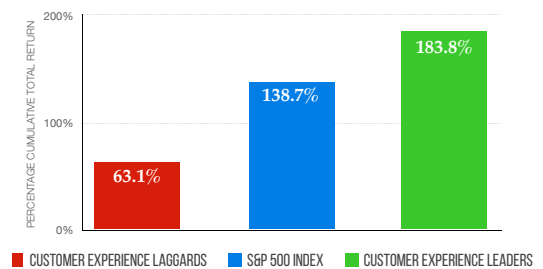


ONLY 3 CERTAINTIES IN LIFE

Death, Taxes, &
Customer Experience

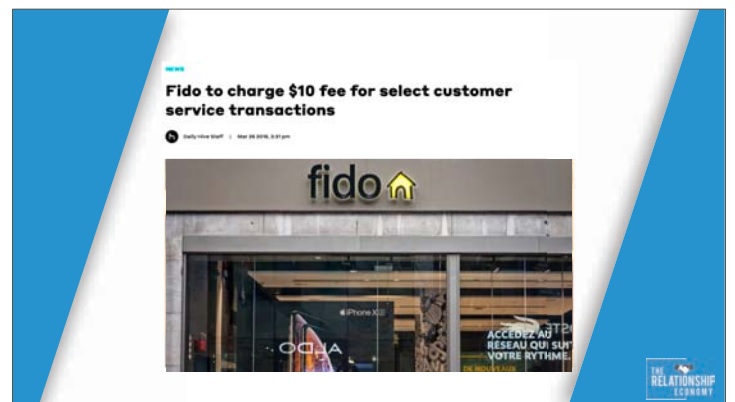
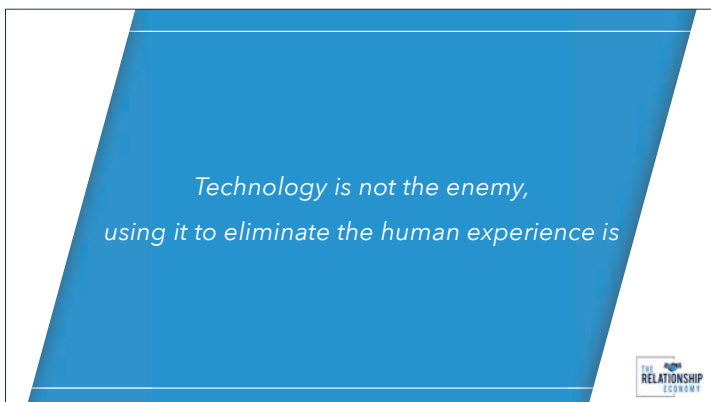
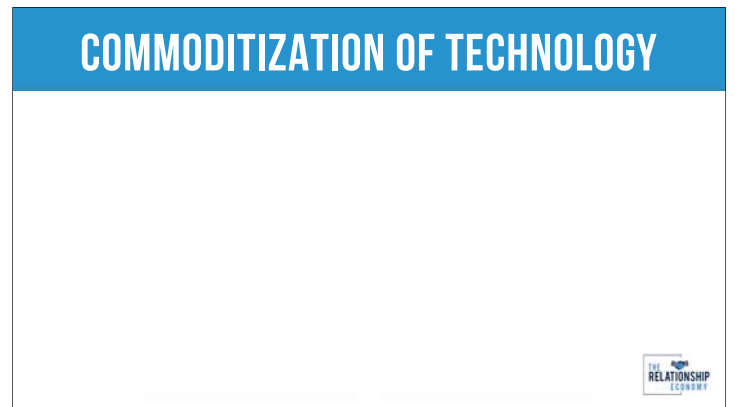
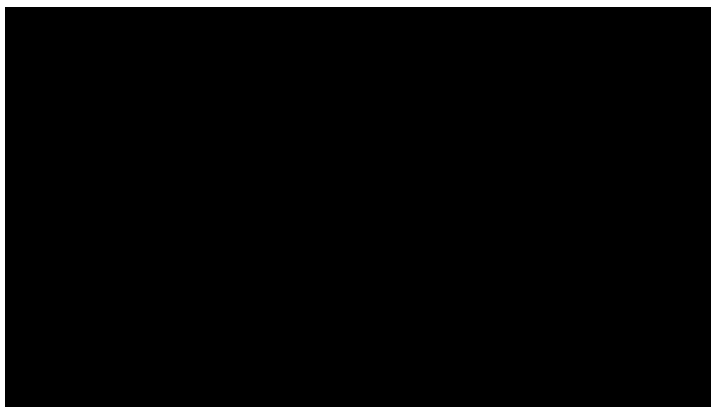
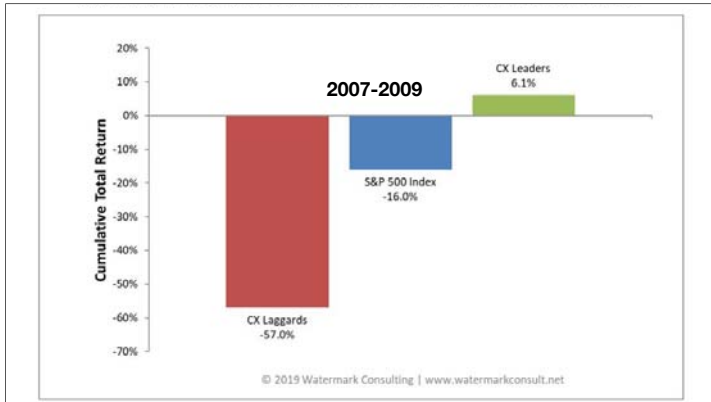


2007-2018



2019 WATERMARK CONSULTING | WATERMARKCONSULT.NET/CX-ROI





THE TOUCH-SCREEN AGE



THE
RELATIONSHIP
ECONOMY

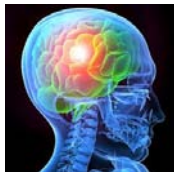
Lack of social relationships =
Smoking 15 cigarettes

4

THE
RELATIONSHIP
ECONOMY

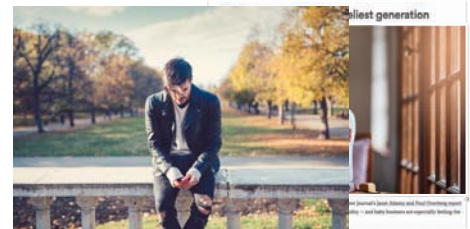
DIGITAL DEMENTIA

Heavy users of digital devices = People with brain injuries



THE
RELATIONSHIP
ECONOMY

IS SOCIAL ISOLATION A MODERN PROBLEM?



THE
RELATIONSHIP
ECONOMY

*Everything you want you can have instantaneously,
except job satisfaction and strength of relationships -
there ain't no app for that.*

– Simon Sinek

THE
RELATIONSHIP
ECONOMY

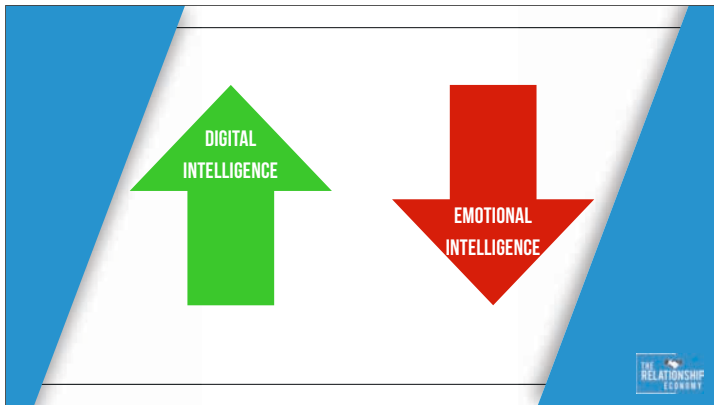


LEADERS ARE GETTING YOUNGER

40% of employees have a boss that is younger than them

4

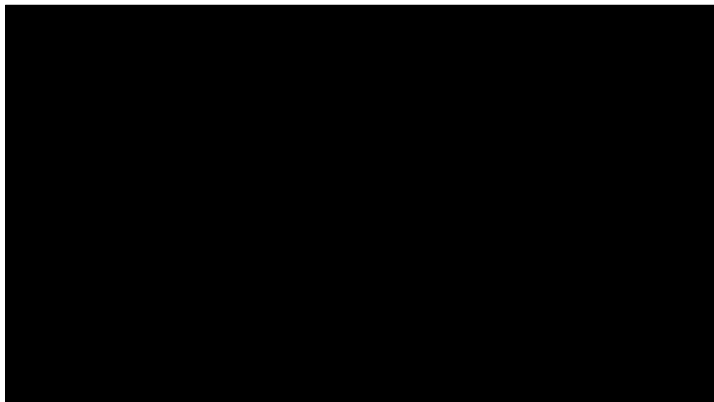
THE RELATIONSHIP ECONOMY



COST OF THE DECLINE IN PEOPLE SKILLS

Brand Loyalty

THE RELATIONSHIP ECONOMY



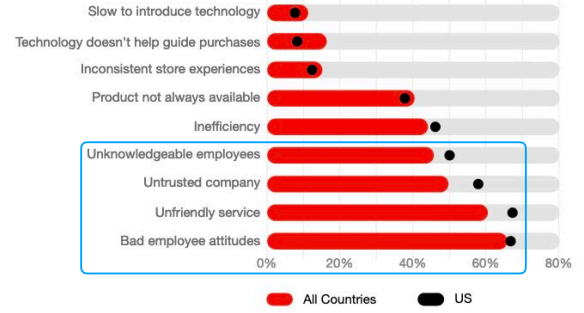
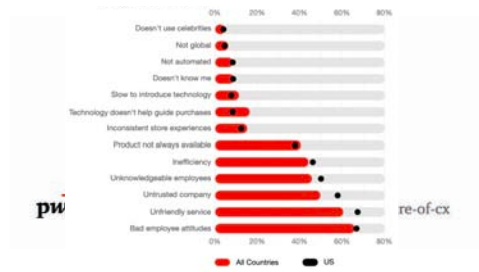
RELATIONSHIP DISADVANTAGED

- Digital Age
- Decline in people skills
- High tech - no touch experiences
- Younger leaders
- Lack of relationship building training

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THE RELATIONSHIP ECONOMY

WHAT DRIVES CUSTOMERS AWAY



RELATIONSHIP ECONOMY



EXPERIENCE PRICE WARS



*"I can get it somewhere
else for less"*

*The cheaper you go
the more it will cost you*

*"I can't afford to
go elsewhere"*

Discounting is the **TAX** you pay
for being average.

6



6 CRITICAL PROFESSIONAL RELATIONSHIPS



6



EXERCISE

Relationship Report Card

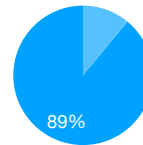
Critical Success Relationships	Importance to My success	Order of Importance	Strength of Relationship
Customer			
Suppliers/vendors			
Manager			
Co-worker			
Employees			
Other departments			
Outside advisor/consultant			
Network/friends			
	1-5 1 = Critically Important 5 = Low Importance	1-8 1 = Most 8 = Least	1-5 1 = Extremely Strong 5 = Extremely Weak

7

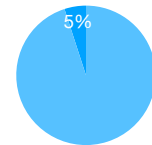


WHAT EXECUTIVES SAY ABOUT RELATIONSHIPS

Most important factor
to Company's success



Specific strategy
to develop & strengthen



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*The lack of social skills our society has is
the problem of businesses leaders to solve.*



EXERCISE

How is technology prohibiting your
employees from building relationships?

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3 STRATEGIES TO DOMINATE THE RELATIONSHIP ECONOMY

1. Use technology to perform basic tasks, enabling employees to focus on what is most important: Building relationships that result in higher customer loyalty, retention, lifetime value, and job satisfaction.

3 STRATEGIES TO DOMINATE THE RELATIONSHIP ECONOMY

2. Build a culture that creates emotional connections with your employees.

3 STRATEGIES TO DOMINATE THE RELATIONSHIP ECONOMY

3. Create relationship building training for new and existing employees

Relationship Deficit

THE ART OF RELATIONSHIP BUILDING

1. Must Be Authentic
2. Must Have Insatiable Curiosity
3. Must Have Incredible Empathy
4. Must Love People
5. Must Be a Great Listener

1. MUST BE AUTHENTIC

- People have great BS detectors.
- Your interest in others must be genuine.
- Demonstrate no one cares about your client's business like you do.

10



"I hope I die before my banker does."



CLIENT'S BOMB SHELTER



A PARTNER THEY CANNOT LIVE WITHOUT

- Love what you do, make it obvious.
- Your clients should never meet anyone smarter than you at what you do.
- Go ugly early.
- Be a resource broker.

10



A PARTNER THEY CANNOT LIVE WITHOUT

- Be as committed to the success of your customer as they are.
- Know your clients top three goals for this year.
- Educate vs Sell
- Your customer should not be able to imagine a world without you and your business in it.

10



2. MUST HAVE INSATIABLE CURIOSITY

- Dying to learn about others.
- Not only about subjects that interest them also unfamiliar subjects.
- They become investigative reporters.

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Create an Emotional Connection



*What drives today's customers
are emotions and feelings,
some of which can't be expressed in words
and are triggered unconsciously.
The most important element in customers
choosing who they buy from is
how a brand makes them feel.*



MEET AS STRANGERS

LEAVE AS FRIENDS



**MAKE ME FEEL
IMPORTANT**

11



*People don't listen with the intent of understanding,
they listen with the intent of replying.*

– Stephen R. Covey

11







The Conversation Gift

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COLLECTING FORD

Name: _____		Company: _____	
Title: _____		Hometown: _____	
Pre-Call Prep			
Past Purchase History: _____		CRM Research: _____	
LinkedIn Research (Alumni of): _____			
FAMILY		OCCUPATION	
Spouse _____		Years at company _____	
Children _____		Previous position/company _____	
Pets _____		Company Highlights _____	
		Preferred Communication _____	
RECREATION		DREAMS	
Hobbies _____		Personal _____	
Vacations _____		Professional _____	
Favorite Beverage _____		Dream Vacation _____	
Charity _____			
FORD Call to Action: _____			
Business Discussion: _____			

Name: _____		Company: _____	
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Charity _____			
FORD Call to Action: _____			
Business Discussion: _____			

FAMILY
 Spouse _____
 Children _____
 Pets _____

OCCUPATION
 Years at company _____
 Previous position/company _____
 Company Highlights _____
 Preferred Communication _____

RECREATION
 Hobbies _____
 Vacations _____
 Favorite Beverage _____
 Charity _____

DREAMS
 Personal _____
 Professional _____
 Dream Vacation _____

FORD Call to Action: _____

Business Discussion: _____

Business Call to Action: _____



FORD ALLOWANCE

BENSON KEARLEY IFG

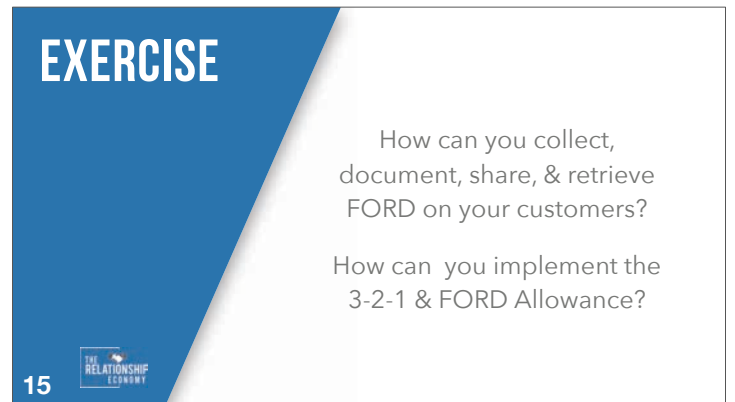
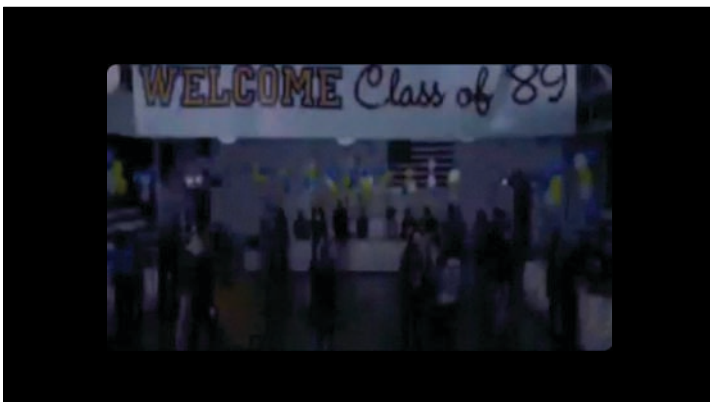
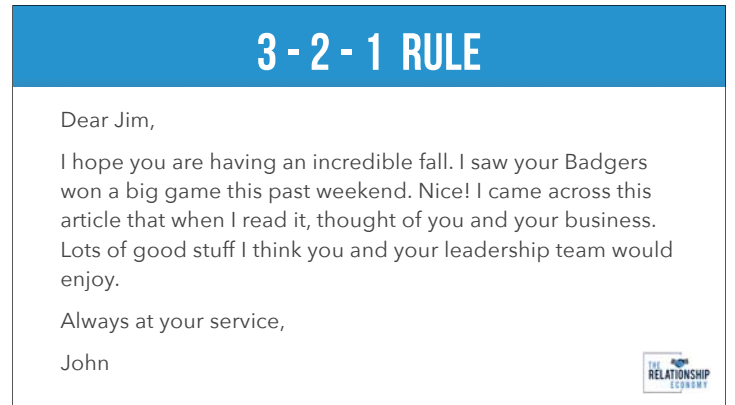
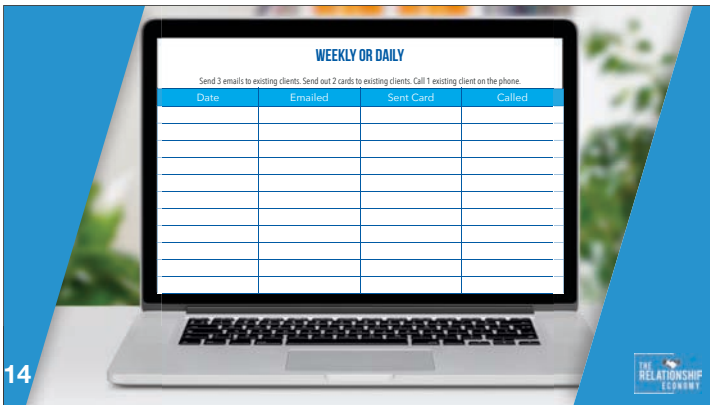
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FORD TRACKING

Relationship Hacks

13





3. MUST HAVE INCREDIBLE EMPATHY

- When we listen & think from the other person's point of view, their message becomes much clearer.
- When we understand the customer's plight, the importance of every interaction becomes crystal clear.
- Don't share how you can help them until you understand what their wants and needs are.

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Empathy Fatigue



LACK OF EMPATHY

- Employees do not know what world-class is.
- Employees are not your Customers.
- Employees are not looking at it from the Customer's perspective.
- You compare yourself to the rest of your industry.
- Employees become numb.

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EXERCISE

How can you reduce our employees suffering from empathy fatigue?

17



4. MUST LOVE PEOPLE

- Will talk to the person sitting next to them on the bus.
- Everyone has a story.
- In order to truly serve people, you must love people.

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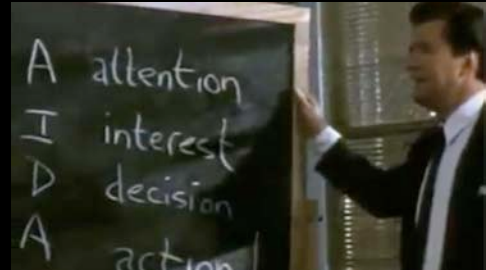


"People don't remember what you said as much as how you made them feel."

- Unknown



A B C



A B C

Always Be Connecting

Stop Networking



Build Social Capital



Stop trying to 'network' in the traditional business sense, and instead just try to build up the number and depth of your friendships, where the friendship itself is its own reward.

- Tony Hsieh

5. MUST BE A GREAT LISTENER

- Fierce attention
- If you ask a question and don't ask 2-3 follow-up questions, odds are you weren't listening.
- 4:1 Questions asked vs answered
- Don't defend your ideas, explore new ones.
- Listen like you are wrong

Can you keep quiet for longer than 18 seconds?



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*You can't be listening
if you are talking*

~~CREATING~~ BAMBOO



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Conversations
Nevers & Always

20

CONVERSATION NEVERS

Multi-task
Ask a question because you are dying to answer it yourself
Finish the other person's sentences
Steal their thunder
Share Your Accolades

20

CONVERSATION ALWAYS

Remove any distractions, i.e. technology
Demonstrate your full attention is on the other person
Listen with your eyes
Be an active listener

20

CONVERSATION ALWAYS

Ask probing questions and follow-up questions.
Ask clarifying questions, i.e. Why? Tell me more, Can you give me an example? What does that look like?
Show empathy and support in a nonjudgmental way
Show patience, let the other person finish their thought, feel heard, let them empty their bucket
Wait two seconds before responding



20

CONVERSATION ALWAYS

Make the person speaking the centerpiece
Be in learning mode, everyone has something to teach
Collect FORD and document for future use
Commit to a follow up (when it is called for) or action plan in a specific amount of time



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EXERCISE

What are your conversation
Never & Always?



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EXERCISE

How can you incorporate
being a great listener into
both your existing and new
employee training?



22

Tell me something good!



PERSONAL CONNECTION = BETTER PERFORMANCE

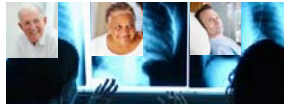


PERSONAL CONNECTION = BETTER PERFORMANCE

GROUP A



GROUP B



THE ART OF RELATIONSHIP BUILDING

1. Must Be Authentic
2. Must Have Insatiable Curiosity
3. Must Have Incredible Empathy
4. Must Love People
5. Must Be a Great Listener



EXERCISE

How can you train relationship building in new employee orientation?



*Are you a CEO?
Chief Energizing Officer.*
- Mark Moses

23



Your energy introduces you before you even speak.

- Mel Robbins

23



Two Type of Leaders

Energy Givers
vs
Energy Suckers

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ENERGY GIVERS

- Raise the confidence of everyone they come in contact with
- Constantly show gratitude and thanks
- Give everyone else the credit
- Believe in others
- Are there for others when they struggle or are going through hard times
- Are their employees' biggest cheerleaders

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ENERGY GIVERS

- Find out what their employees' goals and help them achieve them
- Are great listeners
- Will walk through fire for those on their team
- Practice what they preach

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*Be so positive that negative people
don't want to be around you.*

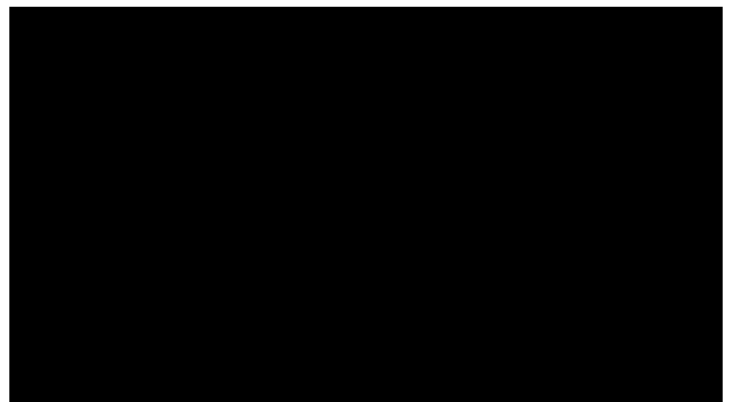


*Those who understand that the human touch
is the most important part of any experience
—especially a great customer experience—
will flourish.*



*The single biggest factor contributing to
where we are today remains the relationships
we have acquired over our lifetime.*

25



GIVE MORE



How many people had a better day as a result of coming in contact with me?

25



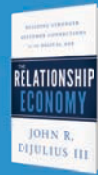
Act as if today is the day you will be remembered for how you treat others.

25



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