

WOW!
Experience
Manual

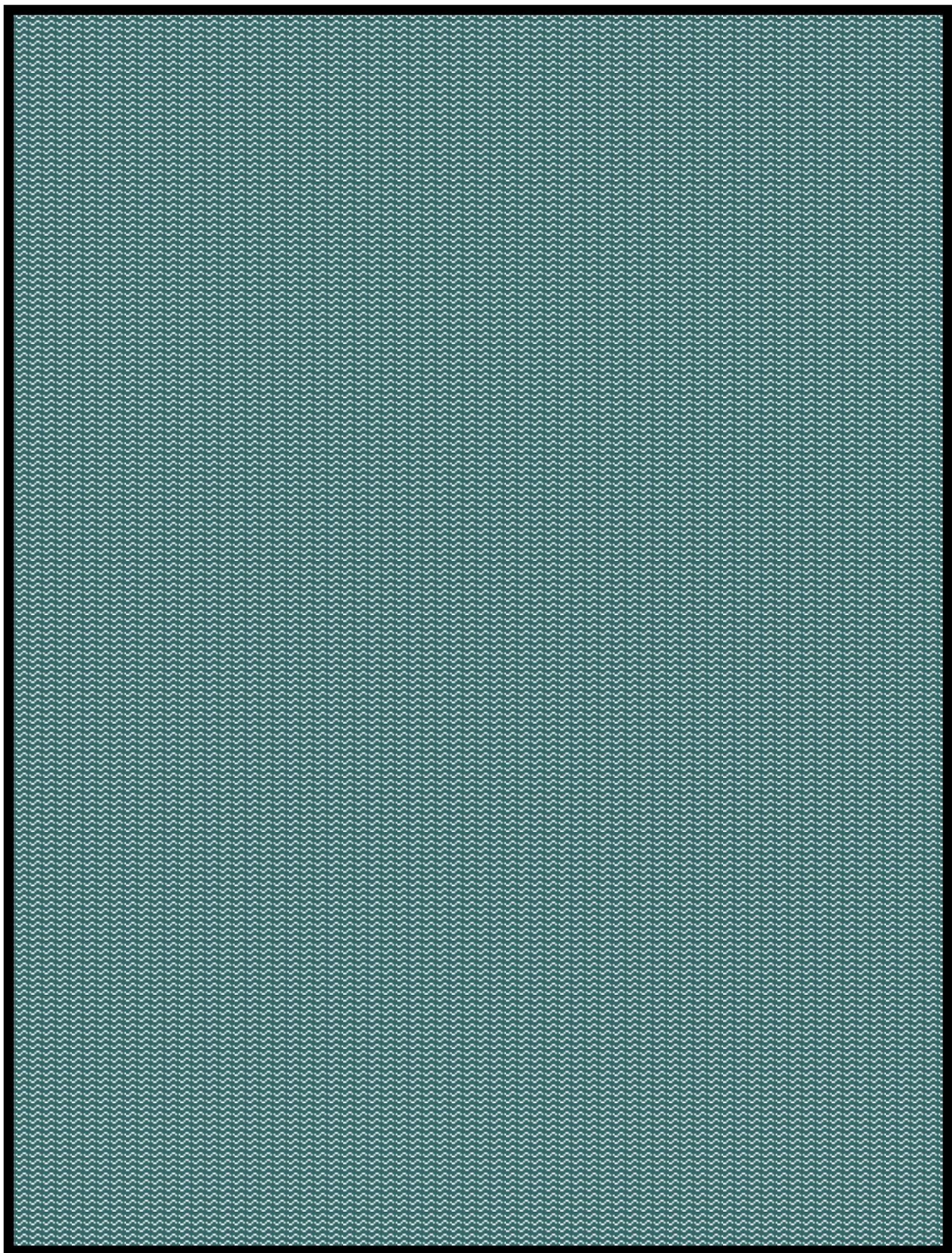


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Introduction

How do you set yourself apart from your competition? Clients and prospects expect both you and your competition to be professional and chances are that both of you pass that test. So how can you stand out?

One of the ways that I like to see guys stand out from the rest is to give your clients the WOW! Experience when they come to see you. I want you to give you and your office a little test:

What does your client see when they visit you?

...walk out to the parking lot and pretend you are a prospect:

- ◆ What do you see?
- ◆ Do you like it?
- ◆ How are the signs?
- ◆ Is it easy to find your office?
- ◆ Is there trash or cigarette butts outside that they have to walk by to get inside?
- ◆ What grade would you give your building - A, B, C, D or Fail?

...what about your reception area?

- ◆ Is there a friendly receptionist to greet them?
- ◆ Do you have a sign that has their name on it welcoming them to your office?
- ◆ Is it a friendly place with pictures of happy clients (taken at your last client thank you party)?
- ◆ Are there plants?
- ◆ Are the chairs comfortable?
- ◆ Is there enjoyable reading material like travel and gardening magazines?

Think about some of these suggestions. Make sure the place is clean. Change the wall color from white to a warmer color like deep green or navy. Make sure the lighting is bright and cheery, not the institutional fluorescent.

Create the Starbucks experience. The CEO said something like, "We are not in the coffee business; we are in the 'people business serving coffee'."

This document demonstrates how you can create a 1st class experience at your office for less than \$250. It has really paid off for all the guys I've suggested it to in both referrals and additional assets.

“We are not in
the coffee
business, we are
in the ‘people
business serving
coffee’.”

-Starbucks CEO

Client Welcome Marquee

Client Welcome Marquee

This is so simple and effective! Every morning, simply print a separate "Welcome <Client Name>" (see example below) for each appointment you have for the day and display in a visible location. This looks best printed in color on a heavier weight paper, make sure to add some seasonal clip-art.

Display

You will need to purchase a clear acrylic self standing or wall mounted sign holder to place the sign in. These can be found at most discount retailers as well as most office supply stores for less than \$7.00. Make sure to display on the receptionists desk in a visible and prominent area. You can also display beside or on you office door. Don't forget to change the sign before each appointment!



Cookies...or making the office smell like them!

It is often suggested to bake cookies before an open house to create an atmosphere of comfort and make your home - well, more "homey"! Why not take this principle and apply it to your office as well? There are two separate suggestions for this category which includes baking cookies or just making the office smell good.

Baking Cookies

This takes very little time and requires purchasing nominally priced items. This is just one more "WOW" to offer your clients - a treat to have during an appointment with you. Your office will definitely smell delicious!

Purchase

Several small items need to be purchased to bake cookies in your office. This includes:

- ◆ **Toaster oven** - Can be purchased at most discount stores for under \$40. Make sure that the toaster oven you purchase has the ability to select a cooking temperature.
- ◆ **Sheet pan** - You'll need to buy a small pan to bake the cookies on if your toaster oven didn't come with one. You could also purchase parchment paper to line the inside rack with to bake the cookies on.
- ◆ **Spatula and pot holder**

- ◆ **Pull apart cookie dough** - Typically located in your grocers refrigerated section, all you have to do is place on the pan and bake! You can also purchase sugar free cookie dough, which is nice for your clients who need to watch their sugar intake.
- ◆ **Small Platter** - Don't forget to make the presentation special! Place the cookies on a nice plate or platter that is lined with a fancy paper doily.
- ◆ **Napkins**

Timing

Make sure to leave enough time prior to your appointment so the toaster oven can pre-heat. You want the cookies just coming out of the oven when the clients arrive for their appointment.

Additional Suggestions

To make your office smell great even when you're not baking cookies, you could also purchase a vanilla scented "wall plug in" that can be purchased for under \$5.

Hot Beverage System

There are several machines that prepare different hot beverages including coffee, tea and real milk based cappuccino, lattes and hot chocolate - in only 60 seconds. The machine is very easy to use - you insert a disk into the machine, touch a button and you end up with a perfectly brewed and prepared "coffee shop quality" beverage.

Cost

Some of the machines you can look for are: Tassimo, Keurig & Senseo. They run between \$65.00—\$169.00. You'll also want to keep in mind the selection and pricing of the drink discs/pods.

Purchase

The system and beverage discs can be purchased at several national retailers including the following:

National Retailers: Amazon.com, Bed, Bath & Beyond, Best Buy, Bloomingdale's, Hecht's, Herberger's, Linens 'N Things, Macy's, Target & Wal-Mart

www.tassimodirect.com has an automatic coffee shipment program you can sign up for on their website and an optional payment plan to purchase the coffee system if you choose to buy a Tassimo. The website also offers additional information, and has an on-line interactive demonstration.



Tip:

Go on-line to the Bed, Bath & Beyond or Linens and Things website. You can search for retailers that are in your area. Give them a call to have them add your name to their customer list. Both of these retailers send monthly 20% off coupons that can be used to purchase the machine.

Additional Suggestions

Serve the beverages in nice coffee mugs/espresso cups instead of using Styrofoam cups for a better presentation. Additional items to have on hand would be: cream, sugar, sugar substitute, flavored syrup...

Additional Complimentary Beverages/Menu

In addition to offering hot beverages prepared with the hot beverage system, you should also have several cold refreshment options available for your office visitors. In order to keep the beverages cold and to store some of the additional items discussed in this section (cream, cookie dough), you would need to purchase a small refrigerator for your office.

Cost

The average price we found to purchase a small dorm size fridge varied from \$60-\$100. These can be purchased at most discount retail stores. You can also save money by purchasing this used through your local newspaper classified section.

Beverages to have on hand

At the very least, you should have bottled water and a variety of diet and regular sodas available. You may also want to have iced tea and fruit juice available.

Menu

This is a great way to really WOW your clients and have them thinking - "Boy are they thoughtful!" Design a menu that has all of the beverages you will be offering (see our example menu) and give them to your client so they can choose their preferred beverage. Make sure to add their beverage choice to either your client contact system or just staple it to the front of their client folder. The idea here is rather simple, having something that both looks professional and helps you to remember what beverage they had on their last visit. This is the same philosophy many hotels use when guests are checking in, they will ask you "Would prefer XYZ again as in your previous visit?" This is such a simple thing to do that will leave your clients feeling special.

Example Menu

**COMPLIMENTARY
REFRESHMENTS**

Coffee
 Cream
 Sugar
 Sugar Substitute

Cappuccino
 Sugar
 Sugar Substitute
 Vanilla Flavored

Latte
 Sugar
 Sugar Substitute
 Vanilla Flavored

Espresso
 Sugar
 Sugar Substitute

Hot Tea *English Breakfast*
 Cream
 Sugar
 Sugar Substitute

Hot Tea *Earl Grey*
 Cream
 Sugar
 Sugar Substitute

Soda
 Regular Diet

Hot Chocolate

Water

Other: _____

Name _____



Personalized Bottled Water

When people ask for water to drink, most are probably expecting a glass of water, or a bottle of water if they're lucky. But when you hand them a bottle of water that's personalized with your company's information – WOW!

Company

One resource we've found for personalized bottled water is www.BottleYourBrand.com.

Labels

You can order personalized labels only (you buy the water and place purchased labels on them) or bottled water with your personalized labels already on them. They offer both pre-made templates where you just need to fill in the text, or custom designed labels that you can create using your own logo/artwork. For an extra charge, their art department can design a custom label for you.

Order

To get started, go to: www.BottleYourBrand.com and click on either:

- ◆ "Party Favors & Label Templates"(for pre-made templates)
- ◆ "Custom Labeled Bottled Water" (to create custom designed labels)

Next, you'll need to decide if you want to order labels only, or water bottles with label. The website walks you through the ordering process and they also have a toll-free number that you can call with questions.

Cost

Cost varies depending on the quantity ordered. Labels range from \$0.99/ea. to \$0.13/ea. Bottled water ranges from \$29.95/case (24 bottles) to \$8.64/case.



TIP!

If money (or storage space!) is an issue, the best option for you is probably going to be ordering the labels only.

Be sure to measure the label size on the brand of bottled water you plan to keep on hand, so you can order the correct size of label.

