



Delivering 6-Star Service In A 1-Star World

"The journey of 1000 miles begins with a single step"

"Life is not about working, it's about LIVING"

"Did you know that turtles breathe out of their butts?"

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Who Am I ?

- A Stay-At-Home Dad
- A serial entrepreneur
- An author
- An educator
- A Syndicated Radio Show Host
- A Coach
- An Ordained Minister





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Who Am I ?

- A problem solver
- An optimist
- A country boy
- An avid consumer of info
- A drinker of red wine
- A guitar player
- A fisherman
- A student of life!





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www.Topaz-Bistro.com *503.902.0202*



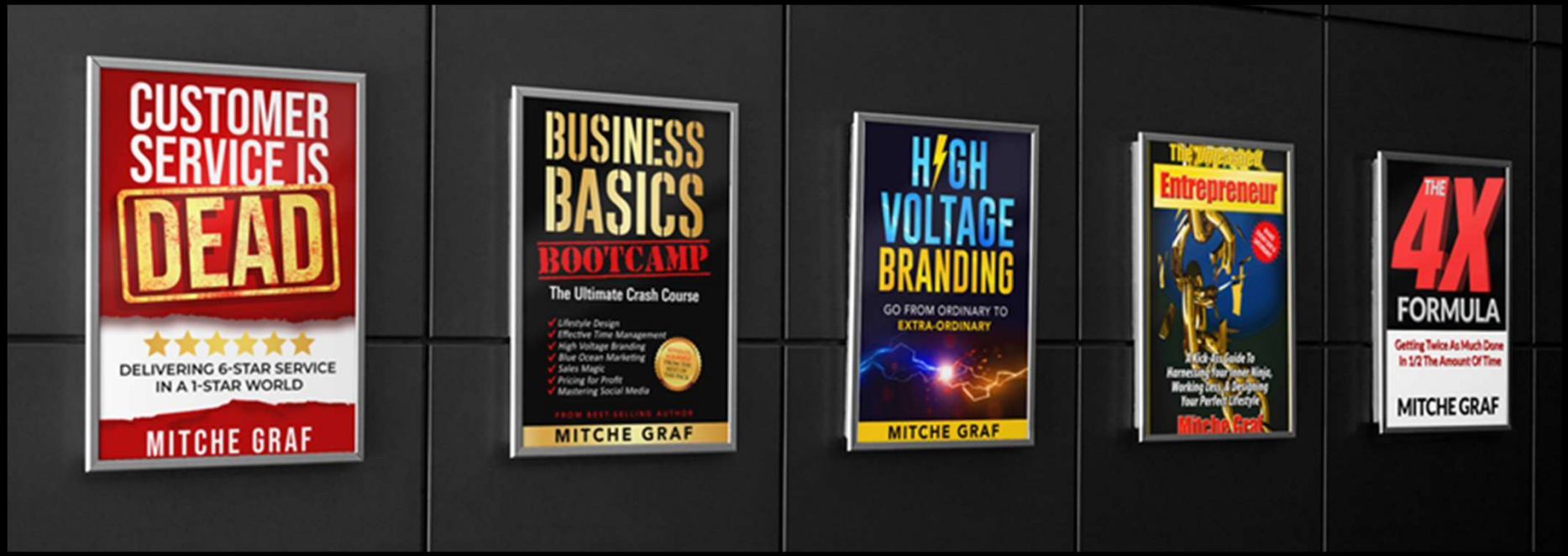












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GIANTS



LA



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The Point?

Good business principles work in ANY industry!

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Philosophy #1

The “NEW” 24/7 Mentality

24 HOURS A WEEK
7 MONTHS A YEAR

If you could figure out a way to get all of your work done, and make the money you need in order to support the lifestyle you have chosen, would you be willing to adopt a

“24/7 MENTALITY”

Philosophy #2

Every Day Is A SATURDAY!

- There is something magical about the way we feel about Saturdays

- Make this a pillar of your work/life balance

- When you wake up tomorrow, it's **Saturday!**

THE RISK OF CHANGE

- We like our routines
- We create “comfort zones”
- We don’t like surprises
- We are creatures of habit

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SHAKIN' THINGS UP!

- Try a new restaurant this week
- Try buying different brands
- Take a new route to work/town
- Listen to a new style of music
- Cook a new meal for 7 days
- Read a book out of your "zone"
- Switch the side of the bed you use
- Eat/Write with the opposite hand

POWER 101 MARKETING

Power Marketing 101 Survey
12,294 Owners/Entrepreneurs/Managers)
(2022)

74 hours per week

6-7 days per week

306 hours per month

3744 hours per year

(equivalent of 153 days!)

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POWER 101 MARKETING

A SCARY TREND…

2000- **57 hours**
2005- **64.5 hours**
2011- **68 hours**
2021- **74 hours!**

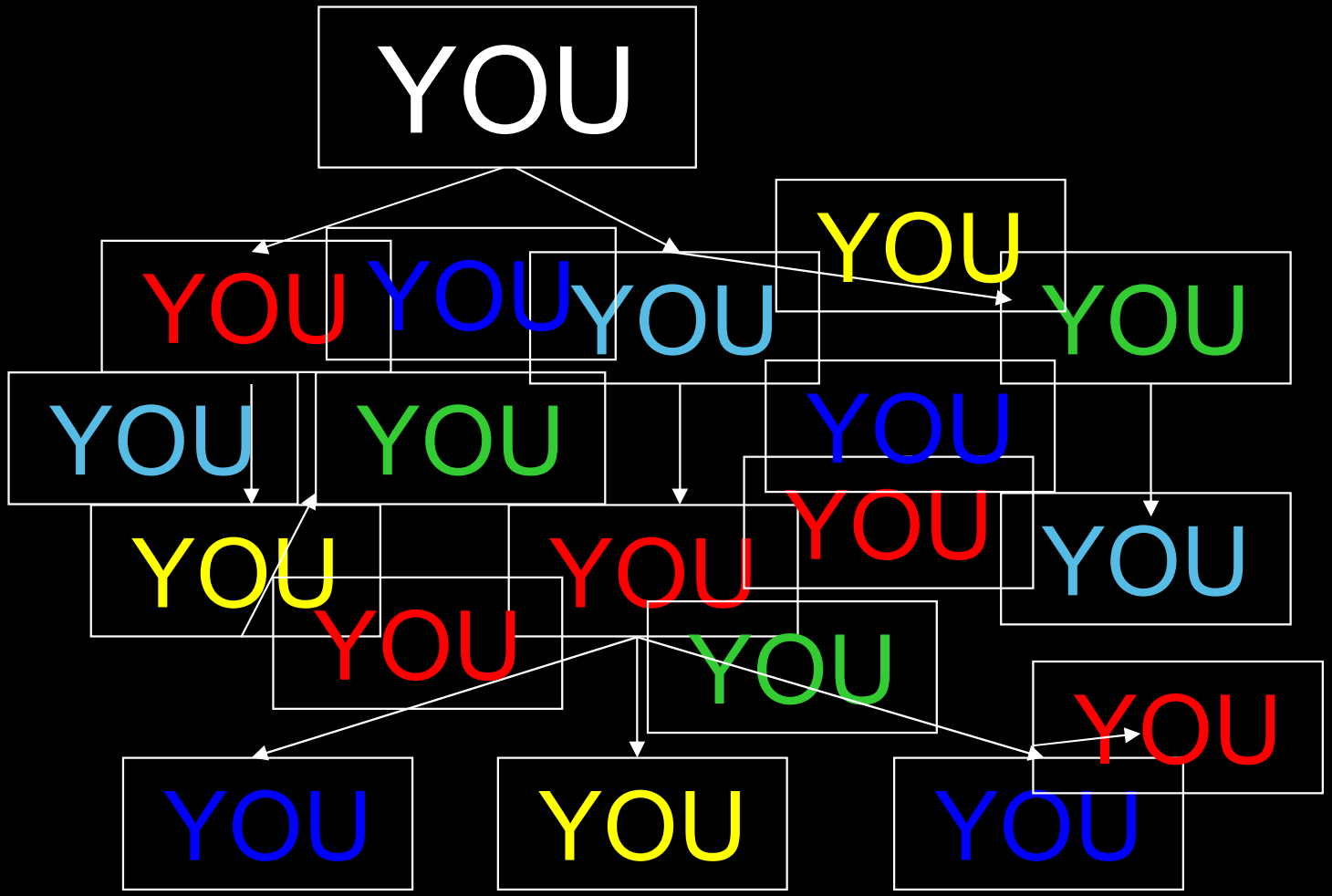
POWER MARKETING 101

- Administrative- 27 hours
- **Social Media- 11 hours**
- ***Selling- 10 hours***
- ***Meetings- 19 hours***
- ***Training- 2 hours***
- ***Marketing/Networking- 1.5 hours***
- ***"Essence" of the job- 1.5 hours***
- ***Spending Time With Themselves- 1.0 hours***

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Organizational Chart For The Modern-Day Manager



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Paredo's Principle (80/20)

- **80%** of your results come from **20%** of your efforts
- **20%** of your results come from the other **80%**
- **20%** of your clients bring you **80%** of your profits
- **80%** of your clients bring you **20%** of your profits

Graf's Principle (95/5)

- **Identify the 5%** of your activities that bring you the biggest results…THEN DO THAT!

- **AUTOMATE/DELEGATE/ELIMINATE** the rest!

- **Identify your biggest "time wasters"**- social media, digital workflow, staring at a screen

- Put people around you that are **SMARTER THAN YOU**, then stay out of their way!

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Graf's Principle (95/5)

Once you eliminate the activities that bog you down, you will free up all this amazing time that you can do whatever you want!

Re-Invest Into Your Business
Take Some Time To Yourself
Invest That Time Into Kids/Spouse/Friends

Basically, you can get twice as much done, in ½ the time!

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What if I told you that simply providing impeccable CS and CE would be your way to double your business in the next 12 months?

If a client were to say to you "Thanks For The 6-Star Service"

What would that mean to you?


6-STAR
CERTIFIED


6-STAR
CERTIFIED


"6-Star"
Service Manifesto
Certificate Of Excellence
WE PROMISE TO...
Do our very best to "EXCEED" your expectations
Treat you like "GOLD" in every interaction with you
Correct our mistakes "QUICKLY & EFFICIENTLY"
Create an unparalleled culture of service "EXCELLENCE"
Build our relationship with you based on mutual "RESPECT"
Never forget that "YOU" are the most important part of our business
SIGNATURE
www.6-Star.org
DATE



The 1-Star World We Live In…

- **62%** of companies do NOT respond to CS e-mails **AT ALL**.
- **90%** of companies do not acknowledge or inform the customer that an e-mail has been received **AT ALL**.
- **97%** of companies do not send a follow up e-mail to customers to see if they are satisfied with the response **AT ALL**.
- Only **20%** of companies can answer questions in full during the first contact.
- The average response time to handle a CS request is **12 hours and 10 minutes**.

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The 1-Star World We Live In…

- If we only have to wait on hold for 20 minutes, we feel lucky.
- If the wait at the grocery store is less than 10 minutes, we feel fortunate.
- If we actually get a smile online at the gas station, it's a GREAT day!

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The 1-Star World We Live In…

- There's more 1 and 2-star reviews on YELP & Trip Advisor than ever before.
- Our patience for less-than-perfect service has actually went up.
- We have "dumbed down" our expectations from the companies we do business with.

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6-STAR
SERVICE

The 6-STAR SERVICE MANIFESTO

PROMISE #1

We Promise To **DO OUR BEST** To Not Only Meet Your Expectations, but to EXCEED Them By Leaps & Bounds.

The “6-STAR SERVICE MANIFESTO

PROMISE #2

We Promise To Treat Our Customers
LIKE GOLD In Every Interaction.

The “6-STAR SERVICE MANIFESTO

PROMISE #3

We Promise To **CORRECT OUR MISTAKES**
Quickly & Efficiently.

The “6-STAR SERVICE MANIFESTO

PROMISE #4

We Promise To Create An
UNPARALLELED CULTURE Of Customer
Service Excellence

The “6-STAR SERVICE MANIFESTO

PROMISE #5

We Promise To Build A Relationship
Based On **MUTUAL RESPECT**

The “6-STAR SERVICE MANIFESTO

PROMISE #6

We Promise To Never Forget That

CUSTOMERS ARE THE MOST IMPORTANT PART OF OUR BUSINESS

- What does it hurt to give a LITTLE BIT EXTRA?

- What can you do TODAY to make someone else's life better?



Thank You!!

Questions?

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