



If you only fix one thing in your business make it service. It starts here!

The gap between total business failure and simply just not getting anywhere isn't that big. In fact it's often surprisingly close for far too many businesses small, medium or large.

The secret to building a truly successful business isn't just about the product or service itself and in fact often has little to do with it at all. It also doesn't have much to do with the best advertising and marketing campaign either. You might just make a sale but if the delivery, service and followup doesn't meet your customers expectations, they won't be back and they certainly won't refer anyone else either.

The secret and solution to consistent business growth is all about getting the fundamentals right. Including attracting and keeping every prospect, customer and client so they stay with you and don't go elsewhere, even if they move! That's service experience, energy, engagement.

Welcome to Service360

Service360
Experience
Energy
Engagement

Business training that's different, solutions and support.

Consistent business growth can be incredibly frustrating.

Without doubt the most overlooked part of any business is service. It's not just overlooked, it's simply neglected. From the initial contact to what happens next, if anything! You could walk into any business and 99 out of 100 would treat you and the relationship exactly the same. With indifference! The general belief is that the customer is a one off sale and they simply wait for the next customer, with the next one off sale. The model is predominantly built around hoping their marketing if any, works.

There are basically four reasons why people, your customers, go elsewhere (to your competition).

3%

move away
and 1% pass
away!

14%

are lured by
a competitor

14%

are unhappy
with the
product or
service

68%

leave because of perceived
indifference from the supplier.
They thought you simply didn't
care enough to keep them!
The service experience was bad!



The overwhelming objective of any business should be to:

- Attract as many customers as possible
- Keep those customers coming back (hold onto them, even if they move)
- Get them coming back more often
- Spending more wherever possible
- And referring others (replicating themselves) to do the same.

That takes a level of service experience, energy and engagement that simply isn't there and isn't cared about with 99% of businesses. Surprisingly it's much easier to fix and generate business growth than the best marketing and advertising program you could ever have.

It's seven times more expensive to find a new customer than it is to keep an existing one. Loyal customers are easier to sell to, will buy more and happily refer others if they believe that the value, service and relationship they get is worth referring. Because they trust you and believe your business to be the best. That's service experience, energy and engagement.

The complete service360 process encompasses every aspect from first impression to building relationships that last decades. There are eleven key aspects of the complete process that all help towards turning prospects into customers, clients and long time advocates.

- 1 Identifying the objective of service experience, energy, engagement**
 - What's the business trying to achieve?
 - Why wouldn't you do everything possible to lift the client experience?

- 2 Staff, skills, training, systems, standards.**
 - People need to know what to do and why they're doing it.
 - And then be trained well, to do it.

- 3 First impressions, what would make them walk in or click on in the first place? You don't get a second chance.**
 - The look, feel, ambience, professionalism, not just the words.
 - Why would they come in or buy anyway?

- 4 First contact**
 - What happens when they first walk in?
 - Connection and engagement speed.

- 5 Standout, something different. They didn't expect that!**
 - It's all about the experience.
 - Being different, being better
 - What will they tell others about that only you do?

6

Upsell, add value, inform, educate

- Not everyone likes to be upsold, but why miss an opportunity?

7

Building the database, optin, keep in touch, survey

- Building loyalty just through asking
- Asking the right question can improve regular customer spend
- Everyone's a potential customer, everyone!

8

Come back again! Encouraging return business.

- Just give them a reason to return. Ask!
- Educate, inform, invite.

9

Building the relationships

- Getting to know your clients
- A, B, C of clients and key accounts

10

Building a business based on referral growth

- Using the "NPS" concept
- How to get every client to replicate themselves.

11

Service360 management.

- Everything needs to be reviewed, are you getting the results you want.
- Client numbers
- Average spend
- Staff skills and results.



It's the little things that make a huge difference in business and it often has nothing to do with the product or service but everything to do with everything else. Importantly the service experience, energy and engagement. Focusing on changing the experience your customers get can dramatically effect the growth and profit of any business.



The problem!

- The business is a secret! It can't be found or locals don't even know it exists.
- Even if it can be found, branding is poor, making you think twice about going in.
- Phones don't get answered and if you leave a message, no one calls back.
- If someone does walk in, service is poor and based around "can I help you" only.
- Presentation, communication, product knowledge doesn't exist. Question can't be answered too often.
- And even if they do buy, they leave, walk away, never to be heard of again! They've gone elsewhere.

This is known as the one sales model. A customer maybe walks in maybe buys then leaves to never return. It's built on a hope that the ongoing advertising campaign continues to attract another new one sale customer after another. Wouldn't it just be easier to keep every client?

What does it take to build a business if all your customers are one off customers only? How many new customers do you constantly need to build your business.



The solution!

Simply changing the way clients are attracted to your business, the service experience, the ongoing relationship and constant contact. Deliberately trying to turn customers into repeat clients that stay with you forever, has the ability to dramatically change the way your business performs and massively change the result it gets.

A one off customer could be worth \$5, \$500, \$5,000, or much more. Or turn that customer into a repeat client could double, triple or turn that customer into a daily client that converts a \$5 one off sale into a daily coffee purchase that might be worth \$1825 a year from a coffee a day, every day.

Add to that, referring friends and associates that now spend the same and your \$5 one off customer is now worth close to \$5500 a year instead.

Business growth isn't about constantly having to attract another customer to buy one thing. It's about attracting that client better, developing a relationship with them based on experience, energy and engagement that guarantees they come back more often, spend more and refer others to do the same.

It takes simple, uncomplicated changes to the way your business attracts and services it's prospects and customers. It's simple, just not easy.

Uncomplicate your business

New skills, integrated solutions, ongoing support

It's not just about what you do, make or sell, or how well you market it alone, it's everything. Everything has an effect and it's often the little things that make a huge difference to your business and its success.

- Maximise your business potential
- Turn every prospect into loyal regular clients
- Business made simple and easier.

Uncomplicate your business now.
Welcome to business360now.
Experience, energy, engagement.



Smart People
Planning
Possibilities



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