

John Dijulius  
Dave Murray



WEBINAR SERIES

## Selling as an Experience

# Leading THE EXPERIENCE REVOLUTION

THE DIJULIUS  
GROUP

BUILDING EXCEPTIONAL JOURNEYS FOR  
CUSTOMERS AND EMPLOYEES

AN ONLINE EVENT

### WOULD YOU LIKE TO:

- Create consistency
- Scale your business
- Build a loyal customer base
- Retain your workforce



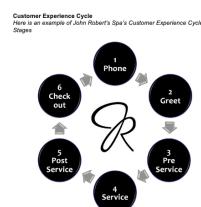
### BUT YOU'RE STRUGGLING WITH:

- Lack of standards
- Customer complaints
- Unengaged employees
- Implementation that sticks
- Finding A+ employees



You can keep struggling, or...

YOU CAN LEARN TO CREATE A SIGNATURE EXPERIENCE  
THROUGH JOURNEY MAPPING



EVEN IF YOU OFFER BETTER PRODUCTS  
THAN YOUR COMPETITORS,

YOU'RE LOSING REVENUE  
IF THEIR SERVICE IS BETTER.



Consumers will pay more to purchase from a company with a reputation for great customer service.



Companies with highly engaged employees have more sales because their teams are more likely to go above and beyond to improve customer service.

## Leading THE EXPERIENCE REVOLUTION

DAY ONE:  
OCT. 28, 12:00-3:00PM ET

WHAT YOU WILL ACCOMPLISH:

- Journey map each touchpoint of your customer's experience, viewing it from their perspective
- Reduce inconsistencies, employee and department/location roulette
- Deliver outstanding results with average employees
- Anticipate and avoid service defects at each stage of your customer's experience
- Seek and capitalize on opportunities to go above and beyond at each stage of your customer's experience
- Create and train for non-negotiable standards at each stage of your customer's experience



*Creating Your Signature Customer Journey*

## Leading THE EXPERIENCE REVOLUTION

DAY TWO:  
NOV. 4, 12:00-3:00PM ET

WHAT YOU WILL ACCOMPLISH:

- Journey map your employee experience from their viewpoint
- Build a culture moat around your top talent
- Retain engaged, talented employees long-term (it is not about the pay)
- Give employees something to brag about
- Be an obsessively positive and grateful leader
- Reduce turnover
- Increase employee morale
- Instill purpose in your team



*Creating Your Signature Employee Journey*

## Leading THE EXPERIENCE REVOLUTION



### Resources

- Real life examples
- Tools
- Digital Workbooks
- Real time coaching during event



## Leading THE EXPERIENCE REVOLUTION

### Your Event Instructors

Learn directly from The Dijulius Group Consultants



Dave Murray  
VP of Consulting

John Dijulius  
Chief Revolution Officer



### WHAT'S INCLUDED?

Full access to October 28th event:  
Customer experience journey maps



Full access to November 4th event:  
Employee experience journey maps

Digital workbooks for each workshop  
with download for each registrant

## Leading THE EXPERIENCE REVOLUTION

### PLUS, YOU'LL ALSO GET

Replay of both workshops, post event, with  
4 weeks access to each

Support post-event

You will have access to a live one hour  
zoom Q&A one week post event to ensure  
you are implementing properly



## Leading THE EXPERIENCE REVOLUTION

## WHAT'S MY INVESTMENT?



### REGISTRATION

Includes both workshops,  
October 28 and November 4



Includes enrollment  
for up to FIVE team members

Leading  
THE EXPERIENCE  
REVOLUTION  
THE DIJULIUS GROUP

\$249

\$799

If these workshops helped you retain just one  
client  
or one employee,  
what would that save you?



## CONTACT US

E-mail

[Lindsey@thedijuliusgroup.com](mailto:Lindsey@thedijuliusgroup.com)

Website

[www.thedijuliusgroup.com/livestream](http://www.thedijuliusgroup.com/livestream)

Phone

440.443.0026

Register using this QR code

**John Dijulius**  
**Dave Murray**

THE  
DIJULIUS GROUP

WEBINAR SERIES

Selling as an  
Experience

## A SELLING EXPERIENCE FORMULA

**Expertise + Rapport = High Sales**

**Expertise**

CUSTOMER SERVICE  
REVOLUTION  
THE DIJULIUS GROUP

**Rapport**

CUSTOMER SERVICE  
REVOLUTION  
THE DIJULIUS GROUP

## A SELLING EXPERIENCE FORMULA

Expertise + Rapport = High Sales

## A SALESPERSON'S SUPERPOWER

Empathy

## DAY IN THE LIFE OF A

Buyer

## HOW TO ESTABLISH TRUST AND CREDIBILITY IMMEDIATELY

- The best way to stand out from every competitor who appears to offer what you offer is not to be overambitious about closing the sale.
- Be cautious. Let's ensure we are the right company for what you are looking for. Do not assume the buyer knows what they are looking for.
- Demonstrate that your company has certain criteria for doing business with.

## HOW TO ESTABLISH TRUST AND CREDIBILITY IMMEDIATELY

*"We will only take you on as a client if we both agree that the value you will receive from our consulting agreement is far greater than the fees you pay us. Is that acceptable?"*

Establishing your Expertise

## PART 1 LEARNING

- Where and how are you losing money by not taking initiative and action?
- Have you tried fixing this in the past? If so, why didn't that work?
- Do you have senior leadership's unwavering support?
- Who are the key decision-makers for this project?
- Who is the project lead?
- What are the KPIs that will measure this project's success?
- In 12-18 months from now, what would happen for this to be the absolute best investment your company has ever made? This question is powerful because it encourages clients to envision their ideal future state.

*"A sale happens while you are immersed in helping to serve your customers. Don't focus on the sale; focus on providing expertise, being a resource, and building a genuine rapport. The sales will come."*

CUSTOMER SERVICE  
REVOLUTION 

## PART 2 EDUCATING

- The Challenger Sale: Taking Control of the Customer Conversation

*"You earn business by being generous with your knowledge and resources without asking for anything in return."*

CUSTOMER SERVICE  
REVOLUTION 

## PART 2 EDUCATING

*"I never thought of it that way before"*

## PART 2 EDUCATING

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## PART 2 EDUCATING

*"I never thought of it that way before"*

## PART 2 EDUCATING

Educate vs Sells

## BUILDING RAPPORT

# F O R D

Family   Occupation   Recreation   Dreams

## COLLECTING FORD

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

CUSTOMER SERVICE  
REVOLUTION

Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Company: \_\_\_\_\_  
Hometown: \_\_\_\_\_

Pre-Call Prep  
Past Purchase History: \_\_\_\_\_ CRM Research: \_\_\_\_\_  
LinkedIn Research (Alumni of): \_\_\_\_\_

**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: \_\_\_\_\_

Name: \_\_\_\_\_  
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Hometown: \_\_\_\_\_

Pre-Call Prep  
Past Purchase History: \_\_\_\_\_ CRM Research: \_\_\_\_\_  
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Years at company \_\_\_\_\_  
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**RECREATION**  
Hobbies \_\_\_\_\_  
Vacations \_\_\_\_\_  
Favorite Beverage \_\_\_\_\_  
Charity \_\_\_\_\_

**DREAMS**  
Personal \_\_\_\_\_  
Professional \_\_\_\_\_  
Dream Vacation \_\_\_\_\_

FORD Call to Action: \_\_\_\_\_

Business Discussion: \_\_\_\_\_

<b>FAMILY</b> Spouse _____ Children _____ Pets _____	<b>OCCUPATION</b> Years at company _____ Previous position/company _____ Company Highlights _____ Preferred Communication _____
<b>RECREATION</b> Hobbies _____ Vacations _____ Favorite Beverage _____ Charity _____	<b>DREAMS</b> Personal _____ Professional _____ Dream Vacation _____
FORD Call to Action: _____	
Business Discussion: _____ _____ _____	
Business Call to Action: _____	

## A SELLING EXPERIENCE FORMULA

**Expertise + Rapport = High Sales**

## THE EMPLOYEE EXPERIENCE REVOLUTION

# Q & A

 THE DJILILUS GROUP  
Customer Experience Strategists

### DAY ONE: October 28th 12:00-3:00PM ET Customer Experience Journey Mapping

- Journey map each touchpoint of your customer's experience, viewing it from their perspective
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### DAY TWO: November 4th 12:00-3:00PM ET Employee Experience Journey Mapping

- Journey map your employee experience from their viewpoint
- Build a culture moat around your top talent
- Retain engaged, talented employees long-term (it is not about the pay)
- Give employees something to brag about
- Be an obsessively positive and grateful leader
- Reduce turnover
- Increase employee morale
- Instill purpose in your team

Register now for special introductory pricing  
Up to 5 team members, both days: ~~\$799~~ \$249

## Leading THE EXPERIENCE REVOLUTION

THE DJILILUS GROUP

Register and Learn to Build  
Exceptional Journeys for  
Customers and Employees



## 2024 VIRTUAL WEBINAR SERIES

Upcoming Webinars:

- October 10th: TURNING YOUR CONTACT CENTER INTO A RELATIONSHIP CENTER
- October 24th: CREATING YOUR COMPANY'S CUSTOMER SERVICE ACTION STATEMENT
- November 14th: FORGET CUSTOMER SURVEYS; LEARN REAL CX KPI'S
- December 6th: SERVICE RECOVERY NEVER AND ALWAYS

ALL Webinars at 1:00 pm, EST

 THE DJILILUS GROUP  
Customer Experience Strategists

## THE EMPLOYEE EXPERIENCE REVOLUTION

# Q & A

 THE DJILILUS GROUP  
Customer Experience Strategists