

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



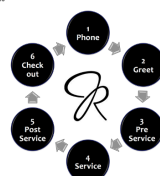
Leading
THE EXPERIENCE
REVOLUTION

You can keep struggling, or...

YOU CAN LEARN TO CREATE A SIGNATURE EXPERIENCE
THROUGH JOURNEY MAPPING



Customer Experience Cycle
Here is an example of John Huber's Spa's Customer Experience Cycle
Stages



Leading
THE EXPERIENCE
REVOLUTION

*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.



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

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



Resources

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

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



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



WHAT'S MY INVESTMENT?

Leading
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REVOLUTION



REGISTRATION

Includes both workshops,
October 28 and November 4



Includes enrollment
for up to FIVE team members

\$249

\$799

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



CONTACT US

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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

Rapport

CUSTOMER SERVICE
REVOLUTION

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

"I never thought of it that way before"

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

**CUSTOMER SERVICE
REVOLUTION**

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: _____
Title: _____ Hometown: _____

Pre-Call Prep
Past Purchase History: _____ CRM Research: _____
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| Charity _____ | |
| FORD Call to Action: _____ | |
| Business Discussion: _____ | |
| _____ | |
| _____ | |
| _____ | |
| Business Call to Action: _____ | |

A SELLING EXPERIENCE FORMULA

Expertise + Rapport = High Sales

THE EMPLOYEE EXPERIENCE REVOLUTION

Q & A



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
- Reduce inconsistencies, employee and department/location roulette
- Deliver outstanding results with average employees
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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: ~~\$\$\$~~ \$249

Leading
THE EXPERIENCE REVOLUTION
THE DIJULUS GROUP

Register and Learn to Build
Exceptional Journeys for
Customers and Employees



2024 VIRTUAL WEBINAR SERIES

THE DIJULUS GROUP
LEADING CUSTOMER SERVICE

Upcoming Webinars:

| | | |
|----------------|---|---|
| October 10th: | TURNING YOUR CONTACT CENTER INTO A RELATIONSHIP CENTER |  JOHN DIJULIUS <small>SPEAKER</small> |
| October 24th: | CREATING YOUR COMPANY'S CUSTOMER SERVICE ACTION STATEMENT | |
| November 14th: | FORGET CUSTOMER SURVEYS: LEARN REAL CX KPI'S |  DAVE MURRAY <small>SPEAKER</small> |
| December 6th: | SERVICE RECOVERY NEVER AND ALWAYS | |

ALL Webinars at 1:00 pm, EST



THE EMPLOYEE EXPERIENCE REVOLUTION

Q & A

