



Signature Touchpoints GREETING TO GOODBYE

Think of your 360° Brand like a book. People might come in because of your cover but it's what is inside that book that generates buzz and gets people talking about it, recommending it, buying copies for their friends, etc. The same is true for your brand.

In solid brand strategy, first we develop what it's going to feel like and look like and then we bring it to life. We often spend so much on a physical plant, a website, and our marketing but neglect to invest in our culture, our team, and our customer experience to ensure retention and intent to recommend.

When your marketing and your service delivery align with your mission, vision, and values, your standards are more likely to match and even exceed the expectations of your customers. The things you say and do represent your brand on the inside as much as they attract your ideal customer to you in the first place.

Every time. All the time. With every interaction.

CALLOUT:

The Impact:

- ◇ Improves Customer Experience, Retention, Ratings
- ◇ Ensures Market Relevance & Competitive Advantage
- ◇ Improves Ownership Return & Asset Value
- ◇ Decreases Errors and Costs Associated with Errors
- ◇ Improves Team Member Retention & Engagement
- ◇ Easier Recruitment
- ◇ Increased Productivity
- ◇ Higher Per Sale Average

Every time. All the time. With every interaction.

Account Name: _____

CALLOUT | PULLQUOTE:

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." ~Maya Angelou

Goals: _____

AWARENESS

Brand: _____

Marketing: _____

CONSIDERATION

Arrival _____

Meeting _____

DECISION

Terms | Agreement _____

Payment _____

Celebration _____

Next Steps _____

ONBOARDING

Welcome _____

Getting Started _____

SERVICE PROVISION

BRINGING THE BRAND TO LIFE

Brand Pillars:

1. _____

2. _____

3. _____

4. _____

INTERACTION | DELIVERY

Experiential vs. Transactional

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

Step 6: _____

Step 7: _____

Step 8: _____

Step 9: _____

Step 10: _____

LOYALTY

Ongoing _____

Appreciation _____

Follow-up _____

Testimonial _____

REFERRALS

Requests _____

Appreciation _____

RENEWAL | UPSELL

Opportunities _____

Preparation | Information _____

Approach | Soft-Sell _____

Offer

OFFBOARDING

Remaining Transactions _____

Gratitude _____

Plan for Ongoing Communication _____

NOTES _____

