

## (CX) Pre-Work

Want a steady business of repeats and referrals! Then BINGO, you've hit the jackpot. This is the course for you! **Complete this pre-work** and bring it along when you attend Customer Experience (CX): Building Systems, Relationships, and Loyalty.

### *1. The \$24,000 Lesson*

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Imagine you had to send the following email to your team ...

Team,

We had a seller cancel after being listed with us for one week and there was not one thing they said I did not disagree with; I am embarrassed, disappointed, and not happy.

Just so we are clear (most of you have heard this before) when a client hires us, they have done so because they want the best! And they expect just that, their expectations are extremely high and rightfully so. At that point, their confidence is at its highest, and our job is to keep it there by doing what we say we will do and communicating often and clearly. You see, a little thing like a sign not showing up when they were told it would causes them to question whether we are too busy or whether they are important to us. It is just a sign to us, but to them EVERYTHING IS A BIG DEAL; this process of selling is the biggest thing going on in their lives! We need to treat it that way. When our sales partners don't go see their home within five days like they were told, their confidence in us goes down; when the write-up or photos are not world-class, we lose credibility. When the client sends an email to the entire team with information that is important to them and us and not a single person has the common courtesy, or common sense, to reply, what does this say? I know this, it does not scream, "you are important, we care about you, you chose the right agency!"

I hope that every person reading this is bothered by it, because if not, then you should be looking at whether you are up to being on the best team in our area. Please be honest with yourself and with me. If you are who I think you are, then take this as a valuable lesson (because we just paid \$24,000 for it), and learn and realize how important the Customer Experience is.

So that we can all focus, learn, and remember, I want each of you to take a minute and reply to this email with a sentence or two on what your definition of Exceeding the Customer Experience is or should look like for our team. Thank you for looking!

## PRE-WORK

This is an actual email sent from the owner of a large, well-respected, and prominent real estate team to the staff, when they all dropped the ball and did not follow through with what they said they would do for a customer. As a result, the seller canceled their contract after one week.

- How upset would you be with your staff?
- How upset would you be with yourself?

The sellers told the agent that when their friends asked them about using their real estate company, their response was an emphatic “No!” These unhappy sellers ultimately did more damage than two “Nos.”

- What do we mean by this? Do you think their friends told others?
- 

- Besides \$24,000, what else did the company “lose”?
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Do you think this email to the staff made an impact on the way customer experience was approached in the future?

- \_\_\_\_\_

What would you have done if this happened to you as an agent?

- \_\_\_\_\_

### *2. Think back to the last service you recommended to a friend or family member.*

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What made the experience so great that you had to share?

### *3. Think back to a service you warned your friends and family about.*

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What was it about the experience that caused you to warn people to stay away?

#### 4. Do It Well

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Remember a time when you served a customer particularly well.

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| What did you do and how did you do it?                   |  |
| What standards did you use? What technology? Who helped? |  |
| How did it make your customer feel? How do you know?     |  |
| How did it make you feel?                                |  |

#### 5. Your Customer Experience System

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1. What systems do you have in place currently to ensure a WOW experience?

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■ Are your systems perfectly executed every time?                      Y      N

■ Why/Why not?

1. What has *contributed* to your success with customer experience?

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2. What has *hindered* to your success with customer experience?

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3. What would you like to improve with your customer experience?

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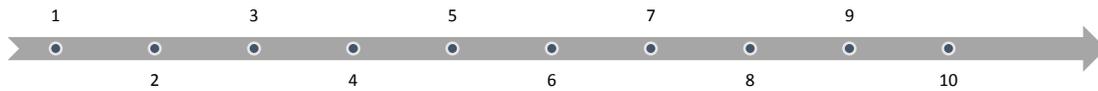
6. Think back to your last five transactions.

How would those five customers respond to the following questions?

- How did your agent bring you value?
- Did they understand and meet your needs? How?
- Did they exceed your expectations? How?
- Would you recommend your agent to others? Why/Why not?
- How could your agent have improved the experience for you?

7. How would your customers rate you?

Overall, how would this group of customers rate the current level of customer experience you provide on a scale of 1–10, 10 being the highest?



8. Local Market Statistics

|                               |  |
|-------------------------------|--|
| Your average sales price:     |  |
| Your average commission rate: |  |

9. Database

How many names do you have in your business database?

|                             |  |
|-----------------------------|--|
| Number of names in database |  |
|-----------------------------|--|

10. Repeats and Referrals

What percentage of your business is from repeats and referrals?

|                                    |  |
|------------------------------------|--|
| Percentage of business – repeats   |  |
| Percentage of business – referrals |  |

*11. What is your current advertising slogan/elevator speech/Value Proposition on your website/signs/business cards/marketing?*

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