

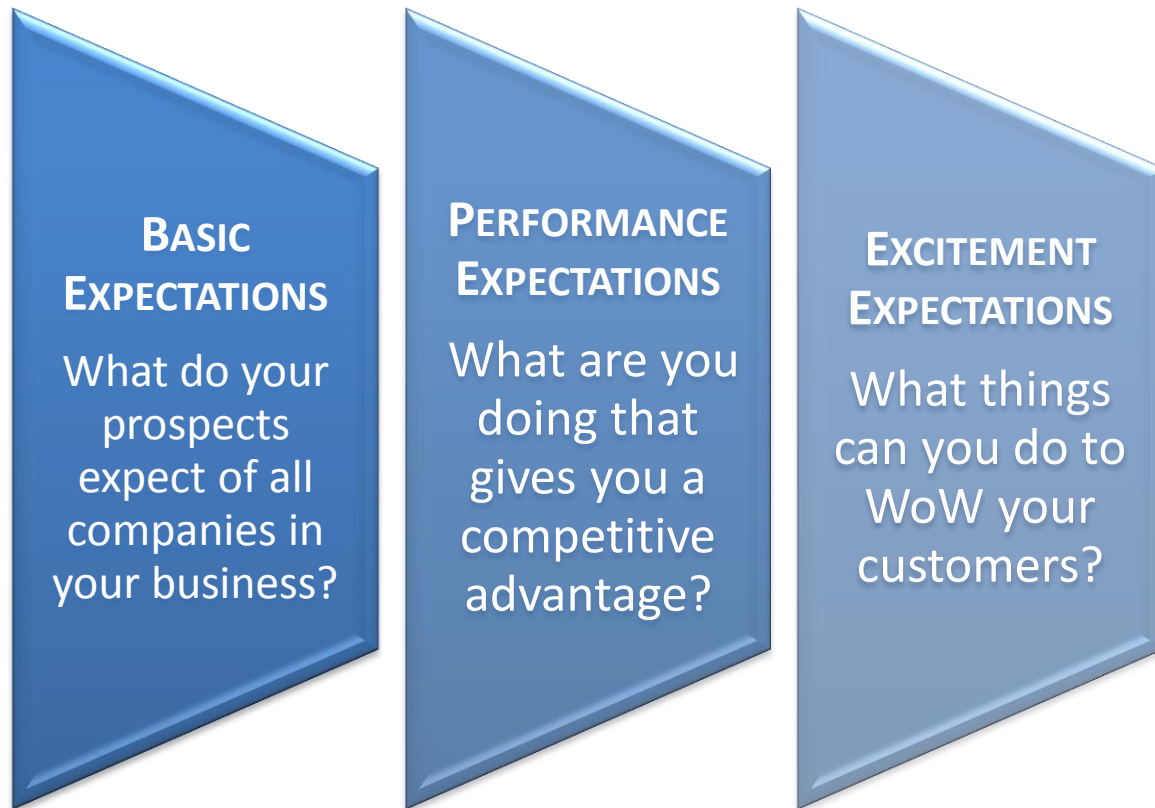


Creating Customer

**Wow**

After you have targeted potential customers for the year, completed your homework, and asked great questions, it's time to construct an Expectation Model.

Consisting of three tiers – Basic Expectations, Performance Expectations and Excitement (WoW) Expectations – an Expectation Model is a hierarchy of customer needs. By creating your own Expectation Model, you can isolate the things that are most important to your customers.



A completed Expectation Model has been provided as an example. It is based on a survey of over 500 business executives, *many of whom found it difficult to articulate performance and excitement items*. In constructing your own model, your goal is to vastly improve upon the model given.

## **BASIC**

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- ✓ Courteous, knowledgeable staff
- ✓ Products that deliver on their promises
- ✓ Service capabilities
- ✓ Organizational / Administrative capabilities
- ✓ Name brand recognition

## PERFORMANCE

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- High energy level and enthusiasm
- Strong listening skills and responsiveness
- Problem solving ability
- Resourcefulness
- Flexibility

## EXCITEMENT

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- ★ Personal service
- ★ Ability to deliver in demanding situations
- ★ Fast service
- ★ Advanced technology

Please note that most customers are unable to pinpoint what excites or WoWs them. This is likely because few salespeople have directed their energies to generating customer excitement.

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## MORE EXAMPLES

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Faster service  
Better service  
Lower cost  
Better communication with customers  
Better follow up with customer complaints  
Better trained service personnel  
Better or more unique products  
More product features and benefits  
Quicker or faster process for ordering, buying, delivering, etc.  
Readily available problem solvers  
Added services – things that other companies won't or can't do  
Better technology

Most of these statements require quantification. For example, if your company offers faster service than the competition, you would have to indicate precisely how much faster. You would also provide specific data that demonstrates how much more satisfied your customers are than the competition's customers. Always think in QUANTIFICATION.