

new masterclass

CREATE YOUR RAVING FANS

MY CUSTOMER SERVICE VOICE WENT TO HARVARD

Gain repeat business consistently and
set your brand in the marketplace

Thursday, December 15th
1pm EST

With Dawn K Kennedy, CEO Convoy Road Coffee Roasters



Welcome!

We're going to chat about how to create your raving fans that purchase from you over and over, and that are excited for your products and services

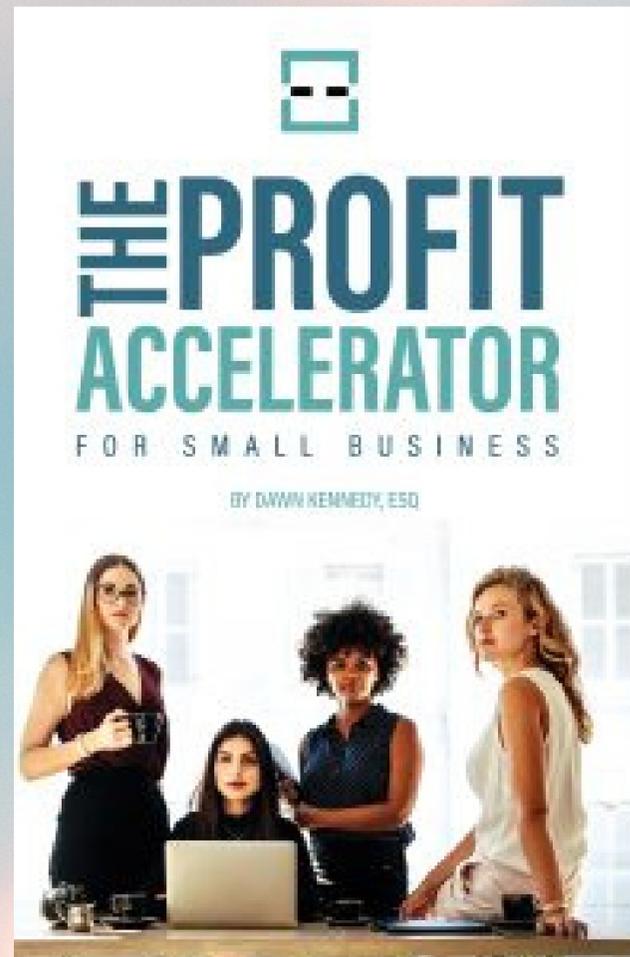
- Teach People to do business with you
- Set Your Brand in the Marketplace
- Know which opportunities to say NO to

You are in the right place if...

- You have a business that wants repeat business
- You want to have legendary customer service
- You want your fans to refer to you
- You have questions and want hot seat support

Grab a notebook and pen, your favorite beverage, and let's
jump right in

Who am I?



Strategy One

Make it easy to do business with you

Do People Know HOW to do
business with you?

Do you set customer expectations?

Is it easy to order?

Is it easy to ask questions?

Is it easy to pay you?

Do they know what happens after they buy?

Strategy Two

Make it all about them
and
their experience

What's Your FIRST Interaction?

What questions do you ask?

What is the designed experience?

Does everyone follow the process?

Do they feel valued even before a purchase?

Do People Know WHY they should
do business with you?

Do they know all of their options?

Do you educate them on your products,
business, and brand?

Do they feel guided to a decision when they
need support?

Strategy Three

Solve problems quickly and with finality

How Do You Respond to Issues?

How do you solve problems?

Do you anticipate them and make changes to minimize them?

How fast will you respond?

Is everyone empowered to handle issues?

Strategy Four

Follow Up and Engage

Do You Pay Attention to Your Buyers?

Thank everyone for feedback and reviews?

Update Google Listings?

Newsletters? Special offers?

Point out any changes frequently?

Offer options during out of office times?

Info consistent across platforms?

Strategy Five

Know who you shouldn't be serving

Some People Will Never Be Satisfied

What are the decision points to say yes or no to a customer or client?

What is your policy for firing the client?

What is your policy for responding to reviews or negative press?

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