

Andrew: This session is about how to wow your customers within 100 days. It is led by... boy, I caught you right there as you were adjusting. That's an unfair thing for me to do.

Joey: That's all right.

Andrew: But it's a good way to introduce you, Joey Coleman, the founder of Design Symphony, a customer experience branding firm. You can also check him out at [JoeyColeman.com](http://JoeyColeman.com). I'll help facilitate. My name is Andrew Warner. I am the founder of [Mixergy.com](http://Mixergy.com). I like to adjust and get ready here too.

Joey: You look just beautifully quaffed and ready to go.

Andrew: I'm working on it.

Joey: You are succeeding.

Andrew: I've admitted I've hired a designer to take me out shopping and help me pick out clothes. I'm working on it.

Joey: I like it; I like it.

Andrew: First we worked with ideas and now it's time for me to step it up a notch with my design.

You know I told you before I was especially excited to have you on here because when it comes to increasing conversions or increasing Google Analytics or search engine optimization, there's tons of people who talk about this but there aren't enough business people who think about what happens after you get the customer, who think about how to wow the customer after they pay.

It's all about how do I get them in the door and how do I get them to pay and I'm excited because I want my customers to be happy and I know my audience want's their customers to be excited about working with them. You're here to teach us how to do it because you've come highly recommended by mutual friends. You do this well and one time that you did it, Joey, was this customer that you worked with had a problem, right.

Joey: Yes.

Andrew: What was the issue that they had?

Joey: So the issue that they had,... this is a great client of mine. They're called Temperature Alert. What they do is they make a device that measures the ambient temperature in a room. So for example if you have a server closet and you want to make sure it stays within a certain range you put one of these devices in. If it gets too hot or too cold it sends you a text message, an e-mail and calls your cell phone and says hey there's a problem. You need to get in there before you lose all your hardware. They sell this device for \$399 and then there's a monthly monitoring fee.

Like many hardware and technology companies they don't make much profit if any on the device. The actual profit model for them is in the recurring subscription. So people would buy the device and then they would never plug it in or turn it on, which not only left a lot of money and opportunity on the table but it was contrary to what the entire business was started for, which was to help people monitor their temperatures.

So what we figured out is that whenever they plug this device in what it does it is reaches out to the main computer at Temperature Alert and sets up the system and starts recording the temperatures and allowing them to set these alerts and alarms. If by day seven, after receiving the device, they haven't actually plugged it in we send them an email.

The e-mail includes a link to a video showing the C.E.O. taking less than one minute to install the device because one of the big things that they tout is this ability to install the device super easy. It's a big differentiator from them from the competition. As you see in the bottom right corner there on the screen there is this little bomb ticker that's going up towards one. They slide in just under one minute to get it installed.

What they found is when they started sending this email 60 to 70% of the people would install and subscribe. So by creating one video they actually increased their revenue from people who had they had sold this device to by 60 to 70%. It took a minute to shoot the video. It was like hand held with an iPhone. It wasn't a high production video or anything like that. What's interesting is the one push back they did get people said, "Well sure guys, this is the C.E.O. Of course, he can set it up in under a minute." So what we did in the next video is the UPS guy setting it up. So that we could show...

Andrew: Oh really?

Joey: Yes. So that it was just anyone, any random person, it was such an easy device to use that they could set it up and use it. It's revolutionized the number of people that have signed up. What I am most excited about, which you eluded to in the initial entry [??], is that it allowed the C.E.O. to reconnect with why he had gotten into business in the first place, which is to serve his customers. Like, yeah it helped on their bottom line and it drove some more revenues but what it really meant is that people who were buying the product actually used it.

Andrew: All right, so what we are seeing is by caring about customers after you make the sale you increase your revenue but you also increasing your satisfaction. They're happy. You're happy. Business grows. Here's how we are going to break this topic down so it is actionable to you, our viewer here today. These are the big tactics we are going to be talking about for wowing your customer. There is something that we couldn't squeeze into this and that is, there are eight phases customers go through as they're working with you and they want to enhance your experience with each one of those eight phases.

Since we couldn't get those in here let me show you where you can go. You just go to

Joey's Website, [joeycoleman.com/mixergy](http://joeycoleman.com/mixergy) he will be discussing it. I know we couldn't get to every single thing here in this session. I will give you that URL later on, in case you didn't get to write it down. These are the important issues I want us to focus on today. The first is, to check out the present. You want to know what you're doing right now and the first hundred days after a sale to create a great experience for your customers. So start taking inventory and you did that, Joey. There's a video of a salesperson personally introducing an account rep - actually, how did you do it?

Joey: What happened is I went to an event where I gave a presentation on the importance of doing this. When we went through the exercise that hopefully the people watching the master class right now are going to go through, they did an assessment of the six potential ways you can connect with your customers in the first hundred days. They realized they weren't using video at all. So they came up with this idea, and I'll give them a lot of credit, it was the CEO who came up with this idea. He said, "We're going to start filming videos with salespeople."

Their business is debt management, so if you have a lot of credit card debt you go to them, they consolidate your debt, they help you get out of debt and get on a payment plan. It's a great organization out of Canada. What he figured out was there was this lag time between when the salesperson met with a prospective customer over the phone. Then the person signed up. Between then and when they started working with the account rep. Like with most companies, the sales function and the account rep function were two different things. Because there was that disconnect, they came up with this idea of let's shoot a video of the salesperson, who has already had this conversation with the new client when they were a prospect, connecting and introducing them to the account rep, so can actually see who they're going to be dealing with.

Now, what's really interesting about this video is, all of this work happens over the phone. Like, prior to this video, you never saw the person. So, the whole idea was, this gave an opportunity, as you can see it's a selfie video. He's holding the iPhone up. So again, it doesn't have to be high production value. We live in a world where most people, the main way they use video on their computers is for Skype with family members. Obviously, you have a whole offering here at Mixergy of Skype interviews with entrepreneurs, but most people, the main way they're using Skype is to connect with loved ones.

So let's stop and think about that for a second. If the mode of communication is most frequently love, why aren't we using that in a business setting? Kind of saying, hey, think of us like your family. Think of us like other people you love when we connect, we do it via video. So, ordinarily, after a customer would have signed up would this company, they'd be handed off to someone else and it feels like, someone just sold me and now I'm being dragged off to someone else? They don't care about me anymore.

Here, customer signs up, and boom, not only is he handed off to someone else, but he gets to meet the person for the first time, see the video of the person who made the sale, then get a nice, warm introduction to the person who's going to take care of the sale. I love that idea. You mentioned they came up with it because they thought about

the different ways they connect with their customers. Here's a worksheet that you're encouraging everyone who's watching us here today to use. What are these six boxes?

Andrew: Sure, so these are the six main communication tools that I've identified that can really move the needle in the first hundred days. So, starting at the top left, we have in person interactions. Moving to the right we have email communications. Down next row, mail, so physical mail. Then phone. Then down at the bottom left, video, like the example we just talked about.

Finally, wrapping it all up, presents, gifts, surprises, unexpected things. So, for this first exercise, what I would ask people to do is, take two or three minutes, it doesn't really take the typical company more than that, and put ink in all the boxes next to things you're currently doing in the first hundred days. So, for example, if someone buys your product online and you send them a confirmation email, you would write confirmation email in the email box. If a week later, you call them and thank them for their purchase, you would write down thank you phone call.

Not to surprise anyone, but what I found was most companies before we have a conversation are doing two, maybe three of those things in the first 100 days which means you're leaving a lot of other communication tools on the table, not to mention multiple touch points within a single communication tool.

So Joey, what you are saying is once we fill this out, if we start to see that there is a box or two that are empty that's where we can pay more attention and the company that you mentioned earlier might have noticed that the video box is empty and that's what would have put the thought in their head to say 'Hey why don't we shoot a video for each customer welcoming them and introducing them to the person who see going to be servicing their account going forward.

Joey: Absolutely. That's exactly right Andrew. The other only thing I will say about this is stop thinking about the additional touch points after the sale as opportunities for an up sell or an additional way to move your product and start thinking about what are the different ways we can serve our customers and welcome and on boarded and invited into our family of doing business with us.

Andrew: That's great. Onto the next big point, which is, where is that big board? There it is. Create an emotionally positive hit with the first interaction after the sale. You have a client Zappos. You've worked with Zappos and they do it really well. What is going on here that helps us understand how to create that positive emotional hit.

Joey: So as we will talk about in the eight phases of PDF that you mentioned earlier that folks can download if they go to the web site, the second phase people get into after they make a purchase is the state of affirmation. They're left wondering..., and this is brain science, this isn't Joey's idea, this is just the way the human brain works. We have the dopamine rush when we do a purchase. We feel euphoria and excitement like "Oh yes, this is going to be the product that the answer to my dreams. Or this is going to be the service that saves all my problems."

Immediately when that dopamine starts to leave the brain, what's left is fear, doubt and uncertainty. In common parlance we often refer to it as buyer's remorse. So that first communication after the sale is really crucial to reaffirm in the buyer's mind that they've made a good choice. Zappos does that brilliantly by sending the e-mail you showed. What the e-mail says is, "Hey by the way, you ordered these sandals. We got the right ones. We're showing you a picture of it. Here's what you paid. They're on their way."

What I really love about it is, and I've called out with that red circle, is they start out by saying, "Whoa Nelly, have we got a surprise for you." I mean stop and think about how something as simple as an order confirmation e-mail can actually express your brand personality. Here Zappos is saying, "Hey, even though we are a billion dollar plus company, doing business with us is going to be a different experience. It's going to be friendly. It's going to be colloquial. It's going to be playful." Immediately when you get that e-mail and you read that opening line you can't help but smile, right?

Andrew: Yeah.

Joey: Then they dive deeper into it and say, "Guess what, we're upgrading your shipping" so that "Hey Joey, you ordered these cheap skate free ground shipping. We're going to upgrade your shipping to next day and so we are going to kind of blow your mind about this." They have some playful language in there about it's kind of like we waved our magic wand. They sign off by saying, "We really hope we've made your day." It's just a tiny little thing that absolutely revolutionizes what people are emotionally experiencing right after they've given you their hard earned money.

What's really interesting briefly is that normally when we make a sale on the company level we are jumping up and down and cheering like "Yeah, we've got a new client. This is awesome." We're excited without ever to realize that on the customer side they're saying "Oh my gosh, is this really going to work? Did I make a good choice? What if I spent all this money and it's not worth it. Will I be able to get a refund? How will this work?" Most companies make no effort to reaffirm the decision. They think that once the sales happen the customers already made up their mind.

As John Jantsch, who's an amazing writer, he just wrote this book called Duct Tape Selling is not complete until the customer gets the result they were looking for. So we think the sale is complete at the purchase? No, no, no. Until they get the product or they use the service and they actually incorporate it into their lives in the way they had intended to we aren't at the phase where they are actually using it. They are still in affirmation. They are still wondering what it is going to be like.

Andrew: We have a visual or two left that I want to show here but you mentioned the name of an author and a book. I want to check out. What's the name?

Joey: John Jantsch. He has written a number of books in kind of this duct tape brand so duct tape marking. His newest book Duct Tape Selling is absolutely fantastic.

Andrew: There you go. He will be on... [??]

Joey: It was as if we planned it. Fantastic. John is a great guy. His message totally lines up with mine. He takes you from beginning up to the sale and then talks a little bit about the post-sale as well and so you can dive in and apply first 100 day concepts there as well.

Andrew: All right, then after the e-mail this comes to you in the mail. What's special about this?

Joey: What I love about this is stop and imagine getting this package in the mail that says "Packed with Happiness". You can't help but look at this package and smile and think. Now, even if you are a skeptic; even if you are a pessimist and go "Geez, packed with happiness. What the heck is that?" it's going to produce an emotional reaction, which at the end of the day all the studies show that even a negative reaction is actually better than no reaction. Like numb apathy is what we want to avoid at all costs and yet most of us ship our products in corrugated cardboard boxes that are brown. Like [??] element.

It is why Amazon has a smiley face on their logo. It's probably part of the reason why Amazon purchased Zappos. Right? Because Zappos got it. They were living the Amazon and vice-versa and it was an easy melt between the two brand cultures. And it doesn't end there; I didn't know they did this.

Yeah. So this is great. So what Zappos will do is [at] their call center, which isn't all of their orders, a lot of people order on line, but in their call center, all of their employees have these blank cards and markers and stickers. If they do a call with a customer that they particularly enjoy or they think it's a great call of they make a connect, they can hand make the customer a card and then send it out. They do this all the time.

From a business point of view, for entrepreneurs and business owners watching the class, the secret here is to provide your employees with the tools they need. So like sitting next to every call center desk is a box of blank cards, markers, stickers, felt, envelopes, everything they need. All they need to do is after the call take a few extra minutes to hand write a note or create a little card, put it in the envelope and then multiple times per shift a team leader comes by and picks up all the cards, assembles them, they all get stamped and sent.

It's a tiny little thing that costs a few minutes and maybe not even a couple dollars at scale and it absolutely blows people's minds. If you search Zappos personal cards on Google you will find 1000s of examples of these various cards these people have sent. It's just crazy.

Andrew: Let's take a look. Personal connection cards?

Joey: Yeah, and we click over to images and you should see a bunch of images of cards that people have sent.

Andrew: So what if I do Zappos cards?

Joey: Yeah, there you go.

Andrew: There we go.

Joey: There's the boots card right there at the top.

Andrew: [??]

Joey: There's another personal one. I mean there's just . . .

Andrew: [??] Is this the person doing it?

Joey: Yeah that may be an actual video, that's exactly what it is. It's a video of somebody pre-[??] the card.

Andrew: Yeah. There she is and she's writing...

Joey: ...writing the card. Yeah this is just an employee who works in their call center. Actually explaining how they make the cards and as you see on the desk behind her there's that stack of envelopes and she just fills out the cards. You know what's great about this is there's no heavy handed corporate "Let's make sure that it's on message." This is what happens when you hire employees that live your brand and core values. You don't have to micro-manage all the communications. It allows a billion dollar company to feel like a small family owned business that really cares about its customers. This is a super easy thing that any watching in the class could implement and it will absolutely revolutionize the interaction.

Andrew: And by creating that emotional hit right after someone buys. We're usually excited that someone bought. They're probably thinking should I have bought it or not; having some buyer's remorse feeling a little guilty about spending the money. This is the way of counter acting it and reminding them we are good people that are going to take care of you,. We still care even after you've paid us.

Joey: Exactly.

Andrew: What a great, great [??].

Joey: It lets them know you are not a number. You're a human being. and at the end of the day human beings do business with other human beings. So unless you don't have human beings as a customer this idea should work.

Andrew: On to the next big point, which is to build experiences to lessen negative emotions and hold their hand, hold your customers' hands. You have a client who keeps, we talked about cards on hand, you have a client who goes a step further and

keeps gifts on hand and it is so clever why he would do this. Who's the client and what are they doing?

Yes, so this company is On Going Operations. It's run by a buddy of mine, Kirk Drake. He's the C.E.O. and what they specialize in is disaster recovering for computer systems. So if you've ever had a computer fail you know what a nightmare that can be. Imagine that happening on the scale of 100 or 500 or 1000 or 10,000 employees, right? Their computer's go down. It's "Oh my gosh, five alarm fire!"

Everyone is freaking out. It's miserable. So what their business specializes is getting people, hopefully avoiding that failure, but if it does fail getting them up quickly and getting them running again. So they do two things. Number one, usually when these things happen invariably it requires somebody staying after work late to work through the night to make it happen.

Andrew: On their client's side someone's working late.

Joey: Correct, correct, on the client's side so there are people on the company side at On Going Operations working through the night but it's also requiring some clients to work through the night. So what happens is the next morning the I.T. team gets individual Starbucks gift cards delivered to them that basically says, "I know you had a late night last night. So sorry. Thanks for being there in the trenches with us. Have a cup of coffee on us this morning."

So a little thing, not a big deal, but frankly the I.T. guys, with all due respect, usually don't get any gifts. Usually the gifts go to the C.E.O. or maybe to the head sales person or maybe an account rep, never the thankless job at the I.T. guy. Right? So here is a great way to engage the front line employees with your brand experience. It's not just the senior executives. When they do one of these big installations to get everything ready, then they show up with a cake and balloons. I mean it's absolutely crazy. Imagine you finish this huge installation and you've gone through all the headache and nightmare of getting it done, the blood, sweat and tears and the agony.

You've finally achieved the end goal of the installation On Going Operations shows up at your office with a cake and balloons to celebrate. It's a little thing. They have a preset set up with a local bakery that knows and as you see they put their logo on the cake and lets them know 'hey we're a partner' but then they actually send team members to the site to actually join in the celebration and say hey guys job well done. This is a huge selling point because again, usually the people that are required to do the implementation are not the people that get the credit. Usually it's the C.T.O or the C.I.O. that gets the credit for everything installed. Here we're saying well front line employees need a party too.

Andrew: Here is the site. I was checking them out earlier. Impressive. You know ordinarily companies like this are just there to do the job but can you imagine getting a card the next day acknowledging that I was up or that you were up over night dealing with the issue and having a Starbucks gift card in there and acknowledging that you



might be tired from having dealt with that. What a great idea. The key take away though is you want to build those experiences to lessen the negative emotions.

Joey: Right and it I guess the big take away for any company, because some people listening might say 'Well Joey I'm not in disaster recovery so how would that apply to me?' Every business has elements where your customers are going to be having negative emotions. Whether it's through the discovery process, they start to think it's taking too long or if you're a logo designer and you're into round four of the revisions and you're hating life, you know they're going to be these pain points. Step back from your business and look. What is the customer experiencing at this moment? What are they going through? And think about little things you can do.

Again, these don't have to be big dollar spends as much as they are to show that you care.

Andrew: All right back to the big board. Next thing we are going to talk about is to listen. Your customers are telling you what they want you to create... Let me say it again. Listen your customers are telling you that they want you to create deep emotional connections with them. If you listen you will hear them. You had a customer who noticed that you had a child and a passion. What was going on there?

Joey: Yes. So anybody that has had a conversation with me for longer than 20 minutes probably hears me mention Notre Dame. I went to the University of Notre Dame for undergrad. I believe there are two types of people in the world. Those that think Notre Dame is the greatest thing in the world and those that haven't been educated. I believe that, yet.

So basically this guy, in a conversation with me figured out Joey is Irish. He went to Notre Dame. He has great love for the University of Notre Dame and he knew I was having a son. So my son was born, two weeks later in the mail I get a package with two custom made Notre Dame onesies. Now what is really fantastic here is this guy..., his name is Jim Shields. He runs a company called Board Meetings International.

What Jim figured out is, number one, any new dad is going to be really excited about their kid. Any new dad or mom is going to be really excited about this new child. Number two, if I can pair the wonderful emotional euphoria they are having about welcoming this new little person into their life with something they were already passionate about, like Notre Dame, you can make the worlds collide in a way that will never be forgotten.

So this is my son [Locklan]. This is him wearing the Notre Dame onesie that Jim Shields gave me and what's great is every single time I put this onesie on my son, not only do I smile because it's Notre Dame and he's supporting the proud family colors, but I'm also really excited and remember Jim. I remember the fact that he went the extra mile to actually listen to what I am saying and know that I was a fan of Notre Dame, know that I was having a child and use it as an opportunity to create a fun present which we go back to that chart from a previous example we have the six things you can communicate.

Andrew: [??]

Joey: This is the great example of a present. It was unexpected. It was a surprise. It connected with something emotionally. It wasn't hey here's a coupon for 10% off your next order. That's not a present for your customer. That's a present for you. Stop thinking... you can give those out, but stop thinking it's a gift for your customer. A gift for your customer is something that they wouldn't necessarily buy themselves but if you buy it for them they are like, "Oh my gosh, I totally wanted one of these. This is perfect."

Andrew: So Joey, I don't have a good memory. I know now that you said Notre Dame. I'm going to forget in a day. I'm going to forget so much, but I still want to show you that I care. What's the process that I can create that helps me deal with my forgetfulness. Do I start writing this down in a C.R.M.?

Joey: Absolutely. There's that age old saying that ink fades slower than memory. Right? You've got to write this stuff down. Some people get caught up and they're like 'Oh how many fields do I have to fill in. How do I do this? How do I keep track of it?' We're going to talk about some ways later with some of the other tactics but right out of the box the first thing you can do is actually open your ears in a conversation and listen to what people are saying.

If they say, "Hey I just got back from vacation with my family in Australia"; or "I'm getting ready to go see my grandparents back in Iowa." whatever it might be, write that down. Even if it's just in the note section of your phone address book so the next time you're on the phone with them you can say, "Hey, how was that vacation?" Oh my God, Andrew actually listened. He cares about me as a person. If you listen to the little nuggets, especially from their personal life, these are often things that people are highly emotional about, have great positive experiences around and it will blow their mind if you listen because frankly most of your competitors aren't listening.

Andrew: Yeah. I need to do an even better job of doing that.

Joey: We all could do a better job of doing that.

Andrew: On to the next point, which is to observe. Your customers will often show you what they want in order to create a deep emotional connection with them. You want us to observe it the way that, well when you were at this hotel what happened?

Joey: I was staying at the Mandarin Oriental in Las Vegas. I'm a professional speaker so I spend a lot of time on the road giving speeches at events and conferences. It was my first time staying at the Mandarin Oriental and they are notorious for glorious service. I flew in late. I had a speech the next morning and frankly I had been on the road for three weeks and I was sick as a dog. I had a sore throat. I had a cold. I was miserable and for somebody who speaks for a living to be losing your vocal cords and be all stuffed up, this is not a good situation.

So I get up to my room and I had to quickly unpack before going down to the welcome reception and I open my bag. The cough syrup I had purchased at the previous location, I hadn't gotten the cap on tight and as result the cough syrup had spilled all over inside my shaving kit. It was a chronic mess and for anyone who's ever traveled experienced what happens when one thing leaks and it totally destroys everything. It was absolutely miserable, but I didn't have any time so I just set it up on the counter and I was like, "That's it. I need to run down to this meeting, and I'll clean this when I come back."

I came back to the room a few hours later, and I saw all of the stuff from my shaving kit had been taken out of the bag, cleaned and was drying on a towel. The actual bottle of cough syrup was sitting on the counter, all cleaned up, washed out and it was sitting on top of a note. I lifted it up and read the note. The note said, "I hope you're feeling better Mr. Coleman - Kelly".

Now this is a perfect example of an employee, in this case the house keeper who was responsible for turn down service that night, going above and beyond. I'm sure it was never in the Mandarin Oriental's training policy that if you see somebody with a spilled bottle of cough syrup, clean up the bottle of cough syrup, wash it all out and then write a personal note but that is what Kelly did. From an observer's point of view it just goes to show that there are little things that are happening with your customers all day every day that if you'll just open your eyes to see things that may be causing them pain or discomfort or displeasure you can jump in with a small tweak or a little nuance that will absolutely blow their minds.

Andrew: I'm so glad you took a photo of this. This is what they did. It's unbelievable.

Joey: It was incredible and I have to admit, the before photo, as I was leaving the room and there's a reason why it's a little bit blurry in the photo. I was like, you know I've heard they have great service. I wonder if anybody will do anything with this. I was just like, probably not but I'll snap the photo and I was so happy that I did when I came back because I was like wow. Here was an amazing opportunity that Kelly at the Mandarin Oriental in Las Vegas took advantage of.

We've all probably had that experience where we are like, "Why didn't they notice this? Why didn't the dry cleaner notice that I was missing a button? Why didn't the person at the car wash notice that there was an extra line of dust on the windshield wiper blade so that they could have cleaned it off. You know, these little things that we're like, "If it's your business you aren't you figuring... why do I as the customer have to figure out what you should be doing?"

Andrew: I like how you are aware of how others are doing is that you are actually walking into the hotel thinking this is a hotel that is going to teach me something potentially. Let's see what they teach me.

Joey: Yeah. It's a blessing and a curse, Andrew. My wife teases me because everywhere we go I'm like, "They could do this. They could do this. They could do this."

Andrew: It's got to be more of a curse in most places because you see all the little things that they could do.

Joey: Absolutely. I mean, at the end of the day this is why I am so passionate about this topic because the bar for customer experience in this country, and frankly around the world, is lying on the ground. The average person, if you were to ask them, "Tell me the best customer experience you've had in the last year?" If you gave them 30 minutes, they would probably still be trying to think of one. Whereas if you said, "What's the worst experience you've had in the last month?" I guarantee they are like, "Oh my God, I was on the phone with Comcast, and it was horrible." Or "Oh it was unbelievable. I had to deal with my cell phone provider" or "Oh, blah, blah, blah." The bad experiences are everywhere.

Andrew: Yeah they are. All right, now we investigate too. If your customers aren't leaving clues about how to create a deep emotional connection with them you have to really investigate ways to connect with them. You did that for someone who... actually the tools are out there today using social media. I don't know how much you can tell without letting you reveal your... I'll let you tell your story.

Joey: Sure. So what's really interesting is that average person that you are doing business with has a Linked In profile, a Facebook profile, they may be on Twitter, they may be on Pinterest, they're already holding giant billboards up in the world saying 'This is what I like. This is what I care about. This is what I am passionate about.' Yet we've all been on those calls with someone for the first time where they are like, 'So I didn't get any time to look you up. Can you tell me a little bit about yourself?' and you are like "Really?" There are 1000 ways that learn about me and you didn't take a millisecond to try that.

I was in a situation where a non-profit wanted to hire me. The head of marketing at the non-profit was all about bringing Joey in and having me do some work shops and helping their team. The head of operations was a little skeptical and so the head of marketing said, "Joey, I want to arrange an hour long phone call where basically you can explain to my colleague why we should do business with you." So in traditional [??], kind of a pitch call. Right? Where they were going to figure out if they were going to do business with me.

So prior to the call I got the name of the person who was going to be on the call, which is amazing how few people actually even ask that, like who else is going to be on the phone? I did some research on this guy. Low and behold, I found out that he grew up in a small town in Iowa that was about 30 miles away from where I grew up. Now what's really interesting is if you grew up in Iowa or you know anybody who grew up in the Midwest 30 miles away means you're neighbors. In the big city 30 miles away means you are in another state or you are in the burbs or you are beyond...

Andrew: [??] to be here.

Joey: In Iowa 30 miles away is the grocery store. Okay. That's your local neighborhood

grocery store. So I found out this guy had lived in Iowa and we get on the phone call. Before the call even started they are doing the introductions, "Oh and meet so and so, he's our head of operations." I said, "Hey that is absolutely great." and I said, "You know, at the risk of being too personal, how are the"... I will make this up to illustrate the point. "How are the Bobcats going to do this season?" And he's like, "Excuse me?" I said, "Well I'm sure they are not going to be as good as the Gales", which was my high school's mascot. And this guy starts laughing and he says, "How did you find that out?"

I said, "You know there's this amazing tool called Linked In where it says where people were born and I looked it up and figured out where you were born and kind of looked and presumed that was where you went to high school". It turns out he went to a rival high school. Long story short, 45 minutes of that hour long call was a conversation between me and the C.L.O. about growing up in Iowa.

That's all it was; nothing business related, nothing at all about what I was going to do for them, nothing at all about the value or the results that we were going to get. Just chatting about what it's like to grow up a farm kid in a little town in the middle of nowhere in Iowa. Forty-five minutes into the hour long call he says, "You know what? I'm going to go ahead and jump off the call. Why don't you guys set this up? Joey is looking forward to working with you."

We had a talk one minute about what we were actually going to be doing. The moral of the story is you create tremendous personal and emotional connections with people if you're just willing to investigate, do a little bit of research on what matters to them, and then throw that into the conversation and not in a fake weird way. I mean, if this guy had grown up in Los Angeles, I wouldn't have gone there. I would have been interested in a more typical call if this is what I'm going to do. But I found out that we had this common thread, jump on it and it totally changes the interaction.

Andrew: What's your Twitter name? Let's see what we can find out about you right now.

Joey: Yeah, you know that's fantastic and some of my friends that are on Twitter are totally going to laugh about this. I am a late Twitter adopter. I just signed up for Twitter last month.

Andrew: You know, that explains a lot.

Joey: Yeah.

Andrew: There's so many other Joey Colemans who come up whenever I do a research.

Joey: There's the Canadian Joey Coleman who's a reporter. He's my biggest doppelganger, right? He's starred in a couple of movies. He's a reporter now, but yeah, no, I just literally came to Joey Coleman. And so as a result I got the Joey Coleman as my Twitter handle.

Andrew: Oh, okay. Let's see if we can still see anything even though you're . . .  
Twitter.com/ . . .

Joey: There's nothing there.

Andrew: No, there's nothing there.

Joey: No, no.

Andrew: Do you still have the address?

Joey: No, nothing. As I think of my colleague, Jason Gainer, who did an interview with you a while ago said, "The crazy thing about Joey is that he has little to no online presence."

Andrew: I know. I hadn't heard of you until he told me.

Joey: I'm a little stealth that way, Andrew. I fall into the category of someone that you're going to have to investigate a little more.

Andrew: Okay.

Joey: But you go over, for example, to my LinkedIn profile or my Facebook profile. And you scroll down to the bottom of either of those, you can find all sorts of ways.

Andrew: What's your Facebook name? Joey's URL?

Joey: I think it's JoeyColeman1.

Andrew: JoeyColeman, what? Sorry.

Joey: JoeyColeman1, the number one.

Andrew: Number one. All right, let's take a look. I'm not logged in right now, so it's not giving me anything. Let me see. Gotcha.

Male: Should I log in?

Andrew: No, it's going to be too tough right now to log in. My intention was to use incognito when I do sessions like this because I want to see how the world would see the page we're going to be showing not my unique search results or my unique experiences.

Joey: Totally. So the moral of the story is a quick insight about me. If you were to go to my page and you scrolled down to the bottom, you'll see connections to Notre Dame and more specifically you'll see a connection to an event I attended which is a reunion of the Notre Dame Glee Club. What has amazed me is that I was a big member of the

glee club. I absolutely loved it. It was an amazing aspect of my college experience.

And one person in the history of doing business has figured this out before they contacted me. And let me tell you they got as much of my time as they wanted because they started with the conversation with, "Before we jump into business, can I just hear what it was like to be on tour singing all over the world with the Notre Dame Glee Club?"

Andrew: Ah, that's what it is because I was going to say, "What gift do I give you? You were in the glee club. Do I start to . . . I don't even know. All right. And I see it now. Here's me in my logged in state. All right. So I don't even have to give you a gift, I just have to mention it and say, "What was it liked to have traveled so far with the glee club?"

Joey: Absolutely. So that's a Joe Coleman. I think we're looking at Joe Coleman . . .

Andrew: You're right.

Joey: . . . profile.

Andrew: It's JoeyColeman1.

Joey: I'm the guy who's over nine who goes by Joey, right? No, that's not me there. Just try JoeyColeman.

Andrew: Okay.

Joey: You can see how often I log in to Facebook for myself.

Andrew: No. I'll have to look it up.

Joey: Try searching.

Andrew: What is going on? All right. I'll have to look it up later.

Joey: Self mode, there you go.

Andrew: [laughs]

Joey: So anyway, yeah, for some of your clients it's going to require a little bit of extra effort, but when you do connect it's going to be a huge payoff.

Andrew: Actually it's much easier than I'm making it out to be right now. I'm asking you because I don't want to get too distracted.

Joey: Good.

Andrew: But I use reported in Gmail. As long as I just type in your name into the "to" line

of any email, if I never send you an email and I mouse over it I'll see your Facebook link and your Twitter link and all that.

Joey: Okay.

Andrew: But I didn't want to start doing all of that research while we were talking.

Joey: And it's a great tool, and frankly I'm surprised more people aren't using it.

Andrew: I know.

Joey: Because it's so good, and it's the technology solution. It took what I'm describing and made it exponentially simpler.

Andrew: Yeah.

Joey: Because then, for example, this is funny that it would come up in this context. Right before our interview I had a call with a guy who's a prospective client. And as is my way prior to doing the call I just logged on to his Facebook account to see what this guy had done and looked at LinkedIn. I found out that he had met with the guy who had founded TED yesterday.

Andrew: Ah.

Joey: So the original founder, Ted. And so when I was on the phone with him, I was, like, "Look, I know we've got this time set aside. I'm really excited about it. Can you tell me about lunch with the guy that founded Ted yesterday?" Twenty-five minutes later we're still talking about this. All the ...

[??]

Joey: ... [??] is looking.

Andrew: There was. What's that, let me see if I can find, there's a tool that does that. An app that does it too, in case you can't because you're on the road. But I just, let me see, did I store it here? One of my former interviewee's invested in it and, I just packed my phone with apps recently, so I can't find it. I'll have to look it up.

Joey: No worries.

Andrew: All right.

[??]

Andrew: Sorry, go ahead.

Joey: I was just going to say ...



Andrew: I get the big point though. It's, look people up. Today people have their information online. With a few minutes of research you can come up with little things about them that mean the world to them. Like, that they were part of the Glee Club, or that they went to a local high school, and just bring it up in conversation. I was overthinking it by saying, what do I give as a gift? They're saying, you don't need that. Just say, hey, how was it, or what was it like to, etcetera.

Joey: Yeah, absolutely. Because, frankly, as an opening (??), the gift may make people feel uncomfortable. Because that's like, wait a second, stalker, what are you doing?

Andrew: Right.

Joey: That's a little too friendly, too fast. But for somebody that's been your client for two or three years, and you've never given them a gift, which is the majority of the people listening to this class right now, seriously guys, give a gift.

Andrew: All right. Now so far we've been talking about the customer. The final point we'll be discussing has to do with the team. And you met, as an example, you have a software company that you have as a client that took their people to, I don't know if this is the exact place, but someplace like ...

Joey: That is the exact place.

Andrew: This is the exact place that he took it too?

Joey: That is the exact place, yeah.

Andrew: Okay.

Joey: So, here's the background story on this. This company runs an annual event at this beautiful resort in Southern California, called the Bacara. It's in Santa Barbara. It's consistently ranked as one of the most beautiful hotels in California, and the U.S., and the world. Amazing, amazing place. And they have this event where they bring their customers. But the problem is most companies that do customer experience really well, are dropping the ball on their employee experience. And the two go hand-in-hand. If you want your employees to deliver a world-class customer experience, they have to know what that's like.

Now what's interesting is at the executive level, the C.E.O. has probably flown first class more times than they can remember, and so even flying first class doesn't feel like something special. The average call center rep, or admin person, or the person doing the bookkeeping, has barely flown in their life, let alone, flown in first class. And so how can you say to them we want to deliver a first class experience, when they have no frame of reference for this? So I'm a big believer in regularly taking your team to give them memorable remarkable experiences. Because once they have a frame of reference for it, it will be so much easier for them to deliver remarkable customer

experiences to your clients. Which at the end of the day is what we're striving for. Right?

Andrew: Yeah, I get that, and I can see how when (??) treats their employees so well, now I understand why that's so important. It's so that, they can then give the same kind of concern to their customers.

Joey: Exactly.

Andrew: We covered so much here today. We had to cut some things out because we wanted to keep it within the usual time frame here. But, here is where people can go for a follow-up for the things that we missed. I said at the top of our conversation that this is where they could get the eight phases the customers go through, and what we, as business owners, and as people who care about our customers can do to enhance their overall experience. Can you say a little bit more about what we missed and what you're going to put it there? It's actually not there now. It's not a page that you wanted to promote right off the bat, so much as saying, this is a follow-up with what we couldn't include here. So what is exactly going to be there?

Joey: Yeah, exactly. And to be clear, and Andrew, I appreciate that. The reason I didn't want to put anything there yet, is I wanted to see what we were going to talk about on the call, and make sure that this helped fill in the gaps. So, what's going to be there is a PDF that you can download that will walk you through the eight phases of the customer life cycle. What happens from the moment they first become aware of your company, through to the point where there's zealous advocates. Now, most people, especially, respectfully in the tech world, think that the day after you sign up, you should let me know all your friends emails so that I can start humping their leg about signing up for our service too. That stays eight. We need to go through all the other phases.

So what this PDF does is, it describes the eight phases. And what I've done is, broken down very specific concrete examples for each of those six communication tools of things you can do in each phase to enhance the customer experience. Because one of the feedback pieces I get, is people say, Joey, I'm in it. I love it. I want to do more, but I'm not a creative person. I've thought about it, and I can't come up with any unique ideas. Or every idea I come up with costs way too much money, and we can't afford that." This is chock full, six ideas for each of the eight phases, so I'm doing my math correctly, 48 ideas of ways that you can take these concepts and apply them in your business tomorrow. Because there's a lot of people out there that are all about getting you to think differently.

There are people out there that are about getting you to feel differently. My life mission is getting you to act differently. I want you to start tomorrow enhancing the experience your customers have and making sure that their interactions with you are remarkable. So if you go to that URL, [joeycoleman.com/mixergy](http://joeycoleman.com/mixergy) you will be able to download the PDF. You'll get it, and I'll probably also include based on our conversation today some other bonuses and little things that will allow you to enhance the experience in the first 100 days.

Andrew: I was showing the URL because frankly there is no page there now. We were just talking about it before, and this is the page that Joey just came up with as we were talking as the place you guys can get it. Okay, it's [joeycoleman.com/mixergy](http://joeycoleman.com/mixergy). Thank you all for being a part of it, and if you use any of these ideas, if you use any of these tactics, if you use the big strategy we talked about here today and you got any wins from it, I would love to hear about it directly from you. Let me know. My email address is [andrew@mixergy.com](mailto:andrew@mixergy.com). I always want to hear about your successes and celebrate, and of course you can let Joey know. His website is [joeycoleman.com](http://joeycoleman.com).

Joey: Absolutely. Yeah, I'll just throw my email out there. It's just [joey@joeycoleman.com](mailto:joey@joeycoleman.com). It's not any more difficult than that. So yeah, I'd love to hear about any successes you're having, or if you find yourself in a challenge, never hesitate to reach out. This is my life's mission is to enhance the experience people are having with businesses around the world, so let me know how I can help.

Andrew: Well, I'm really fortunate to have been introduced to you, and thank you so much for teaching the audience. Thank you all out there for being a part of this. Bye, guys.