



Grow Your Business In 5 Days

DAY 2 - TUTORIAL #4

ONE PAGE ACTION PLAN

#4: MOT

STEP 1: Identify the key interactions (Moments Of Truth) you have with your customers, clients or patients. Examples include...

- Car Parking (when a customer comes to your store/office)
- Reception Greeting
- Reception Area
- Meetings At Customer's Place Of Work
- Reception Area
- Meeting Room(s)
- Telephone Answering
- E-Mail
- Front Of Your Office/Store/Building



Moments Of Truth will help you retain and win more business than you ever thought possible. Creating amazing levels of customer service is easy when you apply them to your business!

STEP 2: Create and systemise the positive experience at each Moment Of Truth.

STEP 3: Add special Moments Of Truth to create the 'wow factor'.

STEP 4: Implement your Moments Of Truth across the entire business.



The more 'wows' you can create in your business – the more customers, clients or patients you'll attract and retain – it's that simple. Moments Of Truth is THE way to achieve a wow-based business.

