



3 Keys to Unlocking your Business Success

Expectation | Experience | Evaluation

Over the last 25 years I have observed and experienced all standards of service and sales pitches, impacting on the overall customer experience and ultimately the business bottom line.

Linking every business interaction through the customer service and experience provided is more than just service, it's about going beyond the expectations of your customers and breaking away from your competitors, setting the standard for your industry.

I call it the “Tim Tam experience”, where every interaction makes your customer feel good, delivering an experience that goes beyond their expectations.

There are three key touch points in the service and sales experience that businesses need to focus upon to improve their bottom line.

Expectation

It's hard to change a customer's first impression, so what is your marketing saying about you and your business.

Experience

Are you and your team delivering the marketing promise, building rapport through connecting conversations while developing ongoing relationships with your customers.

Evaluation

What are your customers saying about you and your business, moving them from one purchase to becoming an advocate.