

Anticipating Customer Needs as a Competitive Advantage and Path to Profitability

"A lot of times, people don't know what they want until you show it to them." –Steve Jobs

Some businesses struggle to meet the needs of their customers while others have built their culture upon this fundamental requirement. But meeting customer needs is merely "table stakes" – it just barely gets you in the game. If you really want to stand out in your industry while generating more repeat and referral business than your competition, then you must create a culture around *anticipating* the needs of your customers.

Some of the smartest (and most profitable) companies have figured out how to consistently WOW their customers by making these proactive, anticipatory adjustments – some minor and some major – both of which will be highlighted during this interactive presentation.

This session will appeal to you if:

- ✓ It's important to get more repeat and referral business without increasing your costs
- ✓ You're growing your team, but fear that doing so could dilute the very customer experience that made you successful in the first place
- ✓ You know that leaving your firm's customer experience to *chance* isn't going to work and prefer to *design* it with intention

From this interactive presentation, you'll walk away with:

- ✓ A clear understanding of why your entire staff must shift their focus onto anticipating client needs
- ✓ Fresh action items to create remarkable customer experiences tailored for you and your industry
- ✓ Your personal i-SAT (Impeccable Service Aptitude Test) score

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About Steve Dorfman, Chief Customer Experience Officer

Since 2006, leaders have come to Steve for customer experience strategy, and to motivate, educate, engage, and develop staff with interactive trainings and continuous development programs that result in:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty

All of this – *as you might imagine* – translates into a strengthened culture and increased profits.



Before founding *Driven to Excel, Inc.*, Steve spent 11 years as a sales consultant for a luxury automaker. Yes, the car business ... not exactly an industry known for its remarkable service. Steve's unwavering commitment to impeccable client service helped him maintain a CSI (Customer Satisfaction Index) rating in the top 1% nationally ... while also earning "Salesman of the Year" 7 years in a row. 70% of his sales came through repeat and referral business, (compared to an industry average of less than 10%).

Before the car business, Steve spent 8 rapid-growth years in the hospitality industry. Today, he also hosts the *We Mean Business!* TV show (www.WeMeanBiz.tv) and has conducted more than 85 interviews with thought leaders, top executives and bestselling authors.