

Take Their Breath Away™

Imaginative service is different than exceeding customer expectations. Ask customers what actions would be value added and they will focus on taking the expected to a higher-level...“they gave me *more* than I anticipated.” But, imaginative service is not about addition (a delightful “wow”), it’s about creation (an unexpected “whoa”). When service people are asked to give more, they think to themselves, “I am already doing the best I can.” But, if asked to pleasantly surprise more customers, they feel less like worker bees and more like fireflies. Imaginative service paves the way for a “take their breath away” experience that can overcome customer resistance to price during challenging economic times. Stop focusing on the way-too-expensive value-added and go for the stunning value-unique! Take Their Breath Away is based on John and Chip Bell’s forthcoming book by the same title. This lively, practical and provocative workshop draws from Patterson and Bell’s fifty-year combined experience consulting with many of the major companies deemed to be the world’s best service innovators. Attendees leave with countless cutting-edge techniques and a head full of ideas for either reinventing or re-igniting the service experience they deliver to those they serve.

The program can be delivered by Chip, John or the Chip Bell Group trainers. Additionally, a complete trainer package is available for in-house delivery by your trainers. The trainer package includes a detailed trainers guide, master file for participant workbooks, assessment instrument, and a CD containing slides, videos and wall charts.



Take Their Breath Away Resource Kit