



THE EXCEPTIONAL BUSINESS ACADEMY

Building Unbreakable Bonds

The ordinary world builds relationships. The exceptional world builds unbreakable bonds.

There are three ways to build Unbreakable Bonds

- Support
- Can only get from you
- Loyalty benefit

SUPPORT

In the ordinary world, customer support is crisis management. In the exceptional world, customer support is loving.

The key questions are:

What do your client's lives look like when they are NOT in front of you?

How can you show up to *support* them?

What are some ways you can show up in your client's lives to support them when they are not in front of you* that is an extension of what you do?

*Doesn't mean it can't be in person, but it's not the normal transaction of business together

Ideas:

“To make full and better use of the work we did together, this will help you.”

CAN ONLY GET FROM YOU

Not so much what you market, but how they experience you once working with you

Ideas:

- Your unique formula
- Customization

CUSTOMER BENEFITS

What benefit can you offer existing customers that new customers DO NOT get? How can you make them feel like they are part of a club now? An insider?

Ideas:

- Deals and upgrades
- Access
- Priority scheduling
