



Worksheet

# Wow Your Customers

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# Wow Your Customers

Create a culture of Wow to earn repeat sales, referrals and testimonials

1. What can I do to ensure that my customers are enjoying the service or products they paid for?  
(follow-up email, survey, customer satisfaction tool, etc.)

1

2

3

4

5

2. What products do I offer that are often purchased together? Do I have a product customers would consider a "must have" based in their previous buying history? (accessories, software)

1

2

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3. What are my upsell opportunities? What can I offer as a higher level of service ?  
(warranty, special treatment, etc.)

1

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4. What are 5 things I can do to wow my customers during the first 30 days?  
(send cards, quality and unique packaging, coupons, personal phone call, etc.)

1

2

3

4

5

**Circle your top 2 ideas** for each category and start to put a plan in place.

### Additional items to work on

- 1. How can I find out how my customers are feeling?**  
(surveys, email, phone call, etc.)

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- 2. When a customer isn't happy, what can I do to reach out and make the situation better?**  
(e.g. periodic surveys, birthday cards, holiday announcements, etc.)

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- 3. When a customer is happy, how can I ask for referrals, repeat sales or testimonials?**  
(e.g. periodic surveys, birthday cards, holiday announcements, etc.)

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