

Customer Appreciation Workshop



The Sales Coach Toolkit



Customer Appreciation Workshop

Steps for facilitating a customer appreciation workshop:

1. Schedule a 1 hour exercise with your team
2. 3-5 days in advance, ask your team to take the gratitude assessment included in this kit.
This will give them a gratitude score.
 - a. Optional: at this time you can also ask your team to pre-fill out the included discussion questions, or you can just leave them to guide informal discussion during the exercise
 - b. You can email the PDF to everyone, print it out, or direct them to our website to fill out the assessment online.
3. On the day of, we suggest you arrange your 1 hour exercise using this schedule:
 - a. 0:00 introduce the topic to the group, establish some reasons thankfulness matters to you and your team culture
 - i. Share the schedule for the next 2 hours
 - b. 0:15 Break the ice with the team by watching an engaging video
 - i. You can find your own, or use this one: <https://www.youtube.com/watch?v=oHv6vTKD6lg>
 - c. 0:20 Depending on team size, break everyone into groups of 3-5
 - i. If you have a small enough group, it can help to select individual facilitators for each group to keep the discussion on topic.
 - ii. Start the discussion off on a light note. You could ask a question about the video you just watched, or jump in to the icebreaker question we suggested at the top of the list.
 - iii. Continue the discussion by working through each of the questions provided, and any additional questions you choose to add.
 - d. 0:40 Ask everyone to share in their groups the results of their individual gratitude scores from the assessment, and use those results to pick a gratitude action item from the provided list.
 - e. 0:50 If you have a small enough group, bring everyone back from their small group discussions, and go around the entire room so everyone can share the one gratitude action item they are committing to.
 - f. 1:00 Wrap up: this can be a good point to consider implementing peer sales coaching with a long-term accountability plan for everyone on the team to follow through on their action item over 2019



Customer Appreciation Workshop

Discussion Questions

What is one thing that happened in the last week that you are grateful for? This does not have to be work-related.

Share at least one great tip or technique you have learned from one of your colleagues in the last year:

When is the last time you thanked a customer who purchased from you? How did you express your gratitude?

When is the last time you thanked a customer who purchased from you? How did you express your gratitude?

Who is the one person in the office that doesn't get enough credit, and why?



Customer Appreciation Workshop

Discussion Questions

On a scale of 1-10, with 10 being the most grateful, how would you rank your work culture on gratitude?
Why did you choose the number that you did?

What is one thing that YOU can do to help your work culture be more focused on gratitude?

What is one thing the entire group can do to help the work culture be more focused on gratitude?

Action Item Ideas

- ☐ Start a gratitude journal
- ☐ Pay a visit to a client with a sincere thank you gesture
- ☐ Hand-write a thoughtful letter to a client or colleague
- ☐ Schedule a weekly gratitude walk
- ☐ Write something on a running gratitude list every day
- ☐ Commit to thanking a different colleague for something they do every day
- ☐ Help coordinate a gratitude team-builder to volunteer at a local charity
- ☐ _____

Sales Gratitude Assessment

I strongly disagree - 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 - I strongly agree with the statement

Number	Your Rating	Statement
1		My career wouldn't be what it is today without the key customers that have supported me over the years.
2		Life has been good to me.
3		There never seems to be enough to go around and I never seem to get my share.
4		Oftentimes I have been overwhelmed at how lucky I feel to have my job.
5		Although I think it's important to feel good about your best sales, I think that it's also important to be grateful to your customers.
6		I really don't think that I've gotten all the good things that I deserve in life.
7		I often marvel at how incredible the technology is that I get to use in my daily job.
8		Although I'm basically in control of my career, I can't help but think about all of the customers who have helped me reach this level of success.
9		I think that it's important to "Stop and smell the roses."
10		More bad things have happened to me in my life than I deserve.
11		Because of what I've gone through in my life, I really feel like the world owes me something.
12		I think that it's important at work to pause often to "count my blessings."
13		I think that it's important to enjoy the simple things in life.
14		I feel deeply appreciative of the role customers play in my success.
15		For some reason I don't seem to get the advantages that others get.
16		I think that it's important to appreciate each moment, including those spent at work.

Sales Gratitude Assessment

- Transcribe all of your questionnaire answers into the chart below to calculate your sales gratitude score
- For the cells colored red, reverse your score. For example, if you answered the question with a 7, reverse it to a 3 (the opposite side of the 1-9 scale)
- Add each column and record the totals
- Divide each total by the number in the final cell of each column, and record that number in the blue cells
- Add the 3 numbers of the blue cells to find your sales gratitude score.

Sense of Abundance		Career Appreciation		Customer Gratitude	
Item	Score	Item	Score	Item	Score
2		4		1	
3		7		5	
6		9		8	
10		12		14	
11		13			
15		16			
Total:		Total:		Total:	
Divided by 6:		Divided by 6:		Divided by 4:	

Sales Gratitude Score _____

24-27: you are an extremely grateful person! Please be prepared to share your secrets with your colleagues! Pay a visit to a client with a sincere thank you gesture.

20-24: you are a pretty grateful person, but there may be some room for improvement. Look for the area where you scored the lowest of the 3 columns, and consider ways to become more grateful in that area.

15-20: There are several opportunities for gratitude growth available to you!

3-15: You may have some significant gratitude challenges, but take heart! There is always a chance to see the glass as half full.



Customer Appreciation Workshop

Thoughts for the team leader/discussion facilitator:

Doing a gratitude exercise will build your team learning culture, sharpen some important skills, and be a welcome change to the usual team meeting.

Don't forget to lead by example! Be vulnerable with your team about where you need to improve in your gratitude, and ways that you can contribute to a better culture. The group dynamics will naturally follow and they will feel comfortable sharing similar areas that they can improve.

Here are a few key points you may want to remind your team of before you dive in:

- Gratitude makes you better at sales
- Gratitude makes you happier
- Gratitude helps build better customer relationships
- Gratitude makes your work environment better

For a deeper dive on the topic, see our blog post.

In this kit, you will find three things:

1. A brief guide for facilitating the exercise with your team
2. Suggested discussion questions for your team meeting
3. A gratitude assessment for each team member to take (this assessment is inspired by the Gratitude Resentment and Appreciation Scale (GRAT) that is employed in psychology research, originally published by: Watkins, P. C., Woodward, K., Stone, T., & Kolts, R. L. (2003). Gratitude and happiness: Development of a measure of gratitude, and relationship with subjective well-being. *Social Behavior & Personality: An International Journal*, 31, 431-452.