



GROW THE VALUE OF EACH CUSTOMER

The second stage in creating an experience that wows your customers involves offering more.

Determining what to offer and when to offer it involves a bit of strategy. The easiest way to do this is to determine how you can help your target customers today and in the future. The solution doesn't have to be your specific product or service nor does it have to result in a sale. Your solution can be as easy as providing tips and resources related to their inquiries. Here are three ways to tactfully increase your revenue while continuing to be helpful:

- ✓ **Cross sell:** Customers aren't always aware of the perfect product or service pairings, and may be willing to purchase related items that enhance their experience.
- ✓ **Upsell:** Listen to your customers and try to understand their needs. They might be willing to pay extra for special treatment, warranties or monthly programs.
- ✓ **New products:** Remember to help your customers by identifying things that will enhance their lives by notifying them of new products or services.

What products do I offer that are often purchased together, or that customers would consider a must-have based on their previous buying history? (Accessories, software, etc.)

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

What do I do to encourage existing customers to buy new products?



**KEY ACTIONS IN THE
NEXT 30 DAYS:**



WOW MY CUSTOMERS WORKSHEET

1. Check the box next to the items that you could use to wow your customers.
2. Sparked a new idea? Add additional thoughts in the space provided.

50 Cost-effective ways to wow your customers:

- | | |
|--|--|
| <input type="checkbox"/> Fulfill orders on time | <input type="checkbox"/> Respond to complaints |
| <input type="checkbox"/> Follow up with emails | <input type="checkbox"/> Call them and say thank you |
| <input type="checkbox"/> Answer questions they ask | <input type="checkbox"/> Send a handwritten thank you note |
| <input type="checkbox"/> Send a \$5 gift card with every purchase | <input type="checkbox"/> Send a lottery ticket with every purchase |
| <input type="checkbox"/> Start a rewards or loyalty program | <input type="checkbox"/> Feature a customer on your website |
| <input type="checkbox"/> Provide a surprise discount | <input type="checkbox"/> Send cookies, fruit, or flowers |
| <input type="checkbox"/> Send a book with a personal note | <input type="checkbox"/> Donate on behalf of your customer |
| <input type="checkbox"/> Send a pizza or a pizza gift card | <input type="checkbox"/> Plant a tree on behalf of your customer |
| <input type="checkbox"/> Provide special private shopping hours or prizes during certain hours | <input type="checkbox"/> Meet up with customers in the cities that you are visiting |
| <input type="checkbox"/> Throw a party for all of your customers at your next major event | <input type="checkbox"/> Randomly select a few customers to receive a product that you upsell |
| <input type="checkbox"/> Provide a gift card for an item in your store or on your website | <input type="checkbox"/> Provide an upgrade for free |
| <input type="checkbox"/> Provide offers to customers who contribute ideas or engage with your company online | <input type="checkbox"/> Send unique swag, such as guitar pick earrings for music lovers or sippy cups for parents with young kids |
| <input type="checkbox"/> Celebrate an event, such as a birthday or anniversary | <input type="checkbox"/> Schedule lunch at your office and invite customers to attend and share feedback |
| <input type="checkbox"/> Celebrate a milestone, such as number of years as a customer | <input type="checkbox"/> Tell your customers how their feedback was implemented |
| <input type="checkbox"/> Send a gift card for a free car wash | <input type="checkbox"/> Give them a free song download |
| <input type="checkbox"/> Offer free wrapping for product purchases | <input type="checkbox"/> Include a free USB flash drive with their order |
| <input type="checkbox"/> Name a star after their company | <input type="checkbox"/> Send a laminated reference guide or chart |
| <input type="checkbox"/> Send a box of office supplies | <input type="checkbox"/> Create a video message and send it via email |
| <input type="checkbox"/> Send them a Payday candy bar | <input type="checkbox"/> Send a small gift |
| <input type="checkbox"/> Provide group/bulk order opportunities | <input type="checkbox"/> Upgrade their shipping to priority mail |
| <input type="checkbox"/> Follow them on Twitter | <input type="checkbox"/> Hire them |
| <input type="checkbox"/> Give them bonus items | <input type="checkbox"/> Pre-order exclusive items |
| <input type="checkbox"/> Send personalized address labels | <input type="checkbox"/> Give them an inexpensive photo album |
| <input type="checkbox"/> Send samples of new products | <input type="checkbox"/> Provide a make-over related to your product |
| <input type="checkbox"/> Give a night out at the movies | <input type="checkbox"/> Send them a travel mug filled with tea |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |