



MARKETING

**EXCEED CUSTOMER
EXPERIENCE**

The Task Timer



The Goal

To understand better the flow of a job through the Sales Conversion Pipeline and refine the process in your business.

Money Made or Saved

By understanding the Sales Conversion Pipeline and implementing new strategies in the flow of a job, jobs will run more efficiently and customers more engaged.

#RightNextThing

Understand The Sales Conversion Pipeline

The Task

- Do online training on MyLifestyleTradie.
- Download the Sales Conversion Pipeline PDF.
- Document and review current flow of a job in your business.
- Update current flow of a job with new/desired changes.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired flow is achieved.

The Time

2.5 hours

15 minutes

1 hour

2-3 hours

Ongoing

Ongoing

The Task Timer



The Goal

To increase call conversion in your business.

Money Made or Saved

By increasing call conversion within your business, there will be more jobs and hence more revenue.

#RightNextThing

Master The Call Converter

The Task

- Do online training on MyLifestyleTradie.
- Confirm incoming call logs.
- Download Call Conversion scripts.
- Make relevant changes to suit your business.
- Update and train staff on the changes to call scripting.
- Implement tracking & train staff on tracking.
- Go live with the new process.

The Time

- 1 hour
- 1 hour
- 30 minutes
- 1 hour
- 2 hours
- 2 hours

The Task Timer



The Goal

To develop and implement a Show Up procedure that manages, meets and exceeds customer expectations.

Money Made or Saved

By implementing a formalised Show up procedure that manages, meets and exceeds customer expectations trust and credibility will be enhanced from the get go, leading to increased sales and lengthening of the customer relationship.

#RightNextThing

Master The Sharp Show Up

The Task

- Do online training on MyLifestyleTradie.
- Download The Sharp Show Up PDFs.
- Reflect on your current Show Up procedure.
- Update current Show Up procedure with new/desired changes.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired Show Up process is achieved.

The Time

- 1 hour
- 15 minutes
- 1 hour
- 2-3 hours
- Ongoing
- Ongoing

The Task Timer



The Goal

To develop and implement a quoting procedure that increases your chances of a conversion.

Money Made or Saved

By implementing a quoting procedure that increases your chances of a conversion, more work will be generated, resulting in additional revenue.

#RightNextThing

Master The Quote Converter

The Task

- Do online training on MyLifestyleTradie.
- Reflect on your current quoting procedures.
- Update current quoting procedures with new/desired changes.
- Go live with the first new single change.
- Review and fine tune proces.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired quoting procedure is achieved.

The Time

- 1 hour
- 1 hour
- 2-3 hours
- Ongoing
- Ongoing

The Task Timer



The Goal

To understand the role trust has in the sales process and how to drive sales in a positive way.

Money Made or Saved

Money will be made by the implementation of strategies that help to build trust with your customers. Being seen as an authority figure will improve conversion of prospects to paying customers, in addition to repeat transactions over their lifetime.

#RightNextThing

Drive Trust Based Selling

The Task

- Do online training on MyLifestyleTradie.
- As you are going through the online training, make notes of what you want to implement in your business.
- Decide on the first trust based strategy you want to implement and develop how that will work in your flow of a job.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, repeat last 3 steps, selecting your next priority, until all trust based strategies are implemented in the flow of a job.
- Conduct The Sales Success Series with your team. (See additional Task Timer)

The Time

13 hours

1+ hours

Ongoing

Ongoing

The Task Timer



The Goal

To improve the sales conversion and maximise every job to its fullest.

Money Made or Saved

By implementing the sales strategies from the Sales Success Series, money will be made as nothing will be left on the table.

#RightNextThing

BONUS: Sales Success Series

The Task

- Download the Facilitator's Guide.
- PREPARE: Watch the topic for the next training session.
- PREPARE: Review the content in the workbook.
- PREPARE: Prepare additional discussion topics.
- PREPARE: Schedule the training Session.
- Conduct the training session (see information for each session in the Facilitators Guide).
- POST TRAINING SESSION: Debrief with management.
- POST TRAINING SESSION: Create action plan from topics raised in either session or debrief.
- Repeat previous 7 steps until all training sessions have been completed.

The Time

15 minutes

30 minutes

30 minutes

1 hour

30 minutes

1 hour

30 minutes

1+ hours

The Task Timer



The Goal

To design and implement the most efficient process for performing the actual job in your business.

Money Made or Saved

By implementing the most efficient process for performing the actual job, more profit will be made in your business.

#RightNextThing

Master The Job Driver

The Task

- Do online training on MyLifestyleTradie.
- Download The Job Driver Worksheets.
- Reflect on your current 'doing the job' procedure.
- Update current 'doing the job' procedure with new/desired changes.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired 'doing the job' procedure is achieved

The Time

- 1 hour
- 15 minutes
- 1 hour
- 2-3 hours
- Ongoing
- Ongoing

The Task Timer



The Goal

To increase the number of touch points you have with your customers to maximise their customer experience.

Money Made or Saved

By maximising the customer experience across a job in your business with seamless, consistent and systemised transitions across every job, you'll convert more customers into lifelong customers, resulting in money saved in marketing expenses and money made through increased trust and hence increased average dollar sales.

#RightNextThing

Optimise Pipeline Velocity

The Task

- Do online training on MyLifestyleTradie.
- Download The Pipeline Snapshot™ worksheets.
- Document and review current transition stages in your business.
- Update Transition #1 - The Hook with new/desired changes.
- Update Transition #2 - The Line with new/desired changes.
- Update Transition #3 - The Sinker with new/desired changes.
- Update Transition #4 - The Bait with new/desired changes.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired transitions are achieved.

The Time

- 1 hour
- 15 minutes
- 1 hour
- 1-2 hours
- 1-2 hours
- 1-2 hours
- 1-2 hours
- Ongoing
- Ongoing

The Task Timer



The Goal

To design your own sales conversion pipeline and implement Customer Service Quality Statements to ensure consistency.

Money Made or Saved

By optimising the sales conversion pipeline and implementing customer service quality statements, customers will have a greater experience and greater trust will be built, resulting in increased revenue.

#RightNextThing

Customise Conversion Pipeline

The Task

- Do online training on MyLifestyleTradie.
- The Workbook - The Flow Of A Job Builder PDF.
- Document and review current Flow Of A Job in your business.
- Update current flow of a job with new/desired change.
- Go live with the first new single change.
- Review and fine tune process.
- Once perfected, go live with the next new single change.
- Review and fine tune process.
- Repeat last 2 steps until desired flow is achieved.
- Review the Customer Service Quality Statements and self assess.
- Set up to review the Customer Service Quality Statements and self assess ever month.

The Time

- 3 hours
- 15 minutes
- 2 hours
- 2-3 hours
- Ongoing
- Ongoing
- 1 hour
- 1 hour

The Task Timer



The Goal

To turn unhappy customers into loyal customers, and difficult customers into advocates.

Money Made or Saved

By creating customer advocacy it allows you to acquire new and valuable customers, hence making your bolstering your credibility and making your marketing money more effective.

#RightNextThing

Create Customer Advocates

The Task

- Do online training on MyLifestyleTradie.
- Download the Do's and Don't's When Handling A Customer Complaint.
- Download the Customer Complaint Action Log.
- Personalise the Customer Complaint Action Log to your business.
- Develop a procedure for handling customer complaints in your business.
- Update and train staff on the changes to complaint handling.
- Go live with the new updated procedure.
- Review and fine tune process.

The Time

3 hours
15 minutes
15 minutes
1 hour
2 hours
2 hours
Ongoing