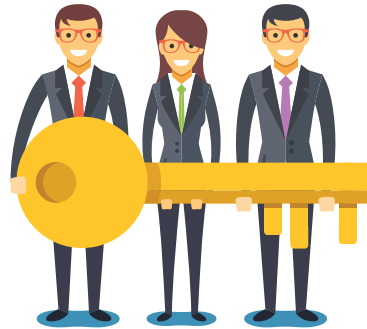


WIRED FOR RESULTS: BONUS GUIDE

Customer Advocacy Seven-Step Guideline

Customer validation and advocacy provides the social proof new prospects seek before investing in products or services.



There is a methodical seven-step process that will create a robust customer satisfaction environment for both the customer and your company identity.

These steps were discussed in detail in the book and are recapped for a quick reference.

Step 1 Deliver What You Promise

Produce standardized product and services guidelines that every customer will receive during their engagement.



If there are special considerations, make sure they are also included in the guidelines to ensure promises made during the sales process are upheld.



Step 2

Obtain Measurable Results

Each engagement must have their scorecard that can be aggregated to show the effect of using your product or service.



Step 3 Obtain Testimonials

Acquire a testimonial from each of your customers during the three phases of implementation:



1. At the beginning...

2. Near the middle...

3. At the conclusion of the engagement.

The testimonial will show the progression of customer experience.

Create standard metrics throughout the engagement to measure the progress of the customer's experience and ensure that what was promised is delivered.

Step 4 Use as Referral

Provide incentives to your customers for providing referrals to your sales team.



These incentives can be in the form of discounted services and products.



Step 5

Consumer

Experts Group

Create an expert exchange among the most engaged customers who are intimately familiar with your product or service to have an open exchange of ideas on how to leverage current offerings and suggest improvements.



The leader of this group should be someone from the customer community.

Step 6

Senior Advisory Customer Board



Invite six to ten top customers' senior management who can provide specific insight into market trends and competitive advantage and will help shape the company's three-year strategy.

Step 7 Brand Advocate



Secure several customers who will act as ambassadors for your brand.



They represent the best example of the results your product or service can bring to a prospective customer.