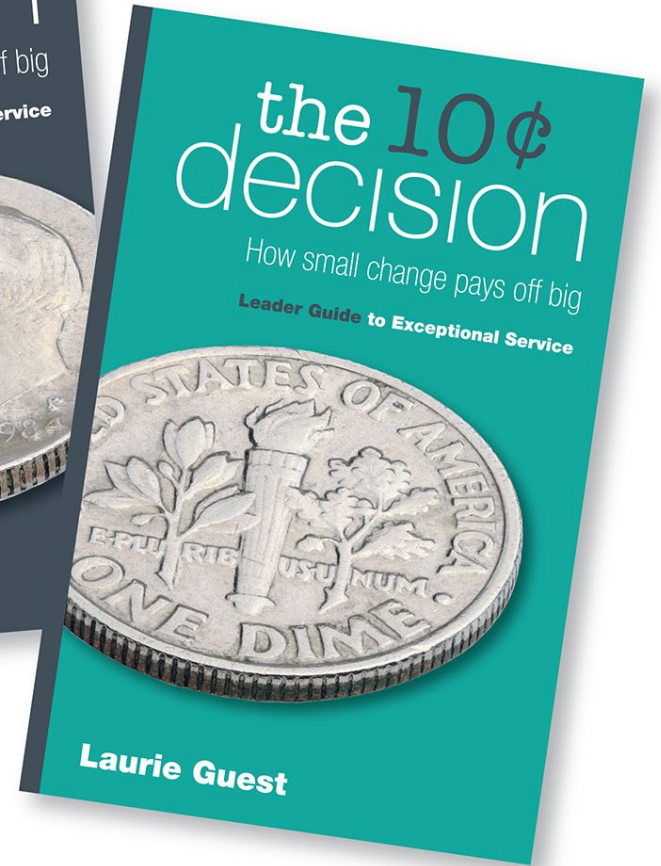
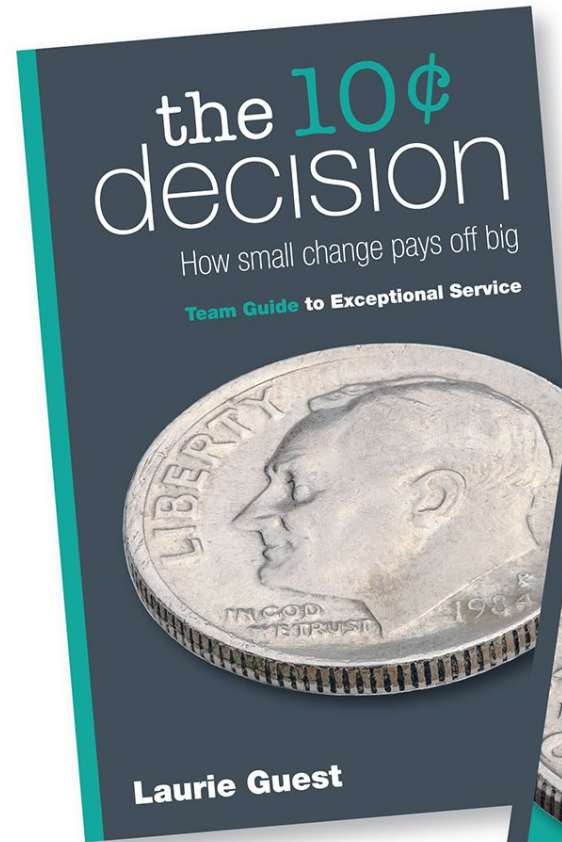




The 10¢ Decision:

How small change pays off big
with

LAURIE | GUEST, CSP

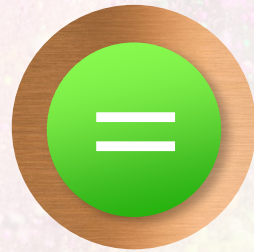


Patient's
Perceived
Value



Today's
Competitive
Advantage

Business Trends in a Post-pandemic era



- Transparent
- Automated
- Human connection

Today's plan

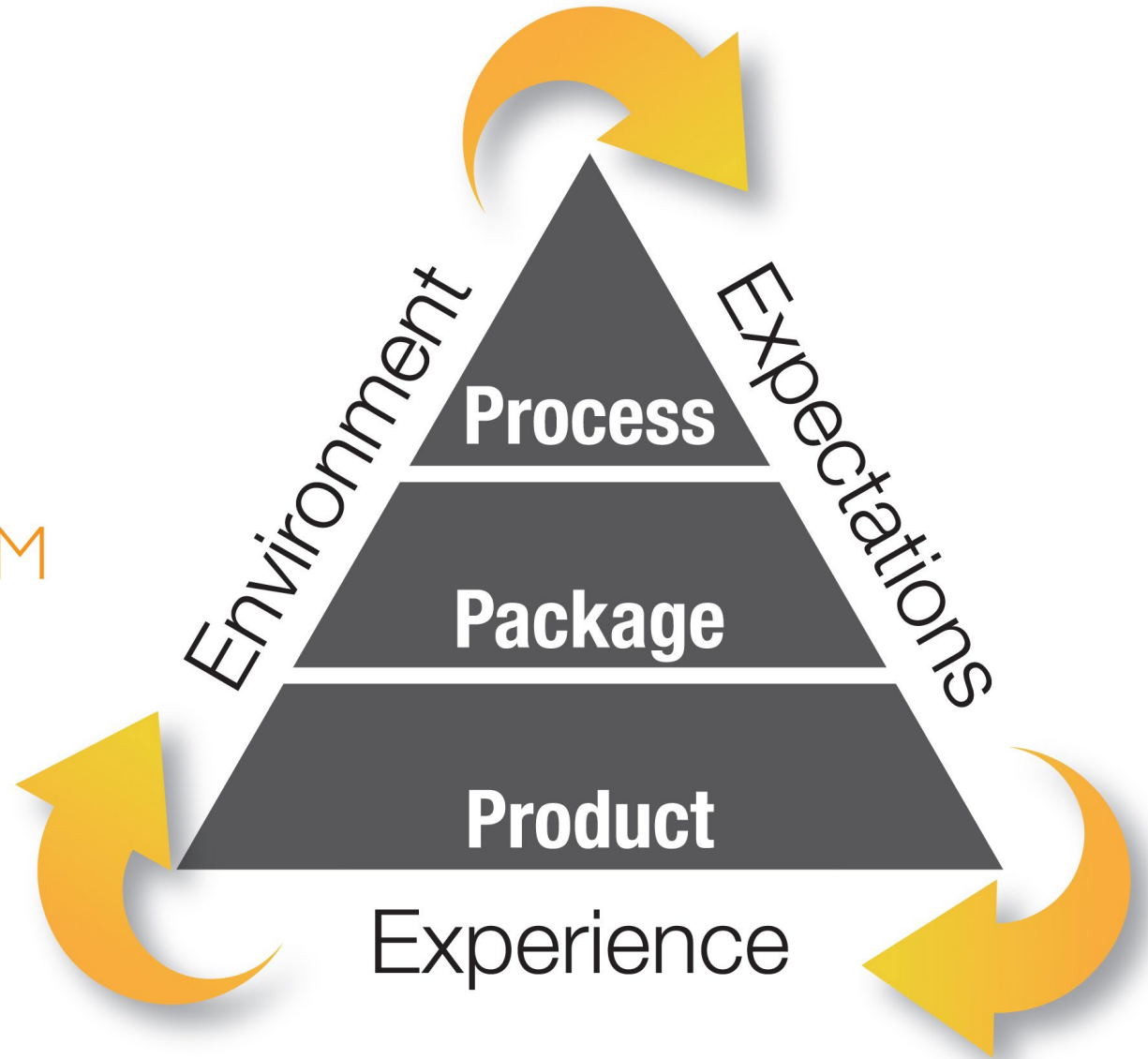
- 6 Steps to Achieving an Extraordinary Guest Encounter
- Formula for Influential Communication
- A closer look at common sense
- Accurate self-analysis of communication skills
- Bonus: Vault of resources for post-event training

Knowing vs. Doing



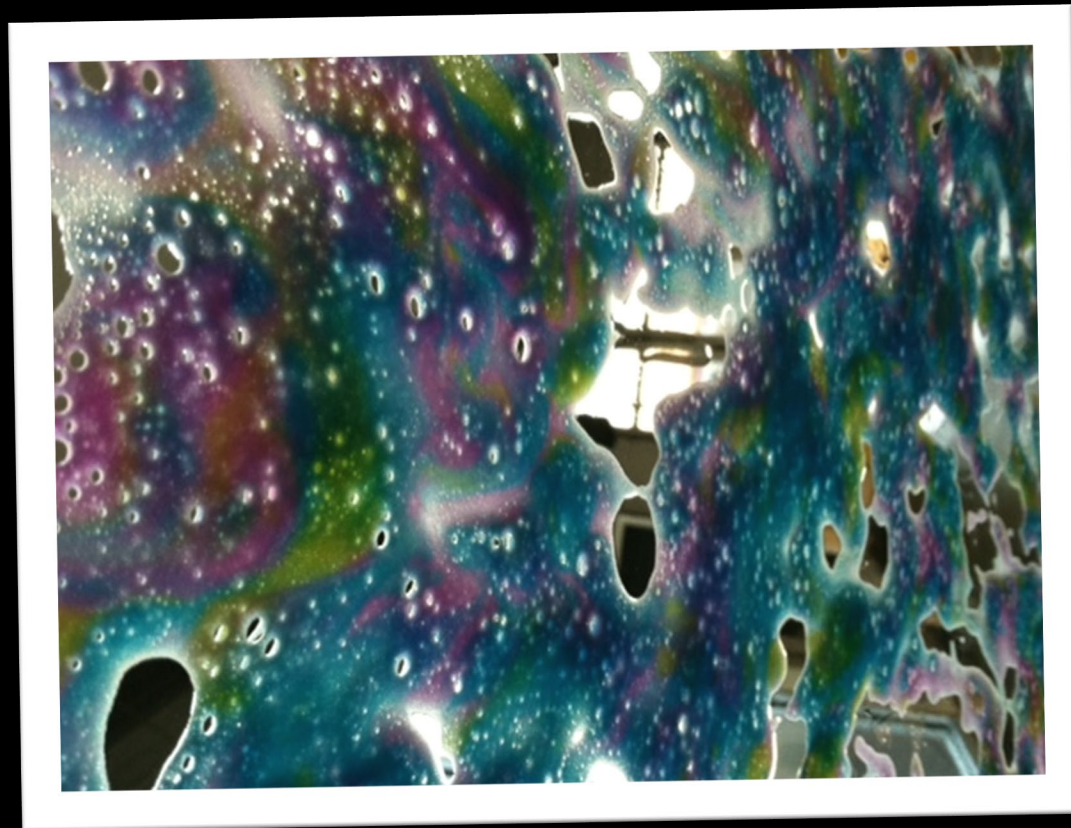
ExtraOrdinary

THE G E S Y S T E M



Secret shop





It's all about the snapshot

A magnifying glass with a black handle is positioned over a small, empty metal shopping cart. The cart has red handles and a red sign attached to its front. The sign has the words "Secret Shopping" written in white, bold, sans-serif font. The background is a plain, light-colored surface.

**Secret
Shopping**

Encounter Points



CLICK



CALL



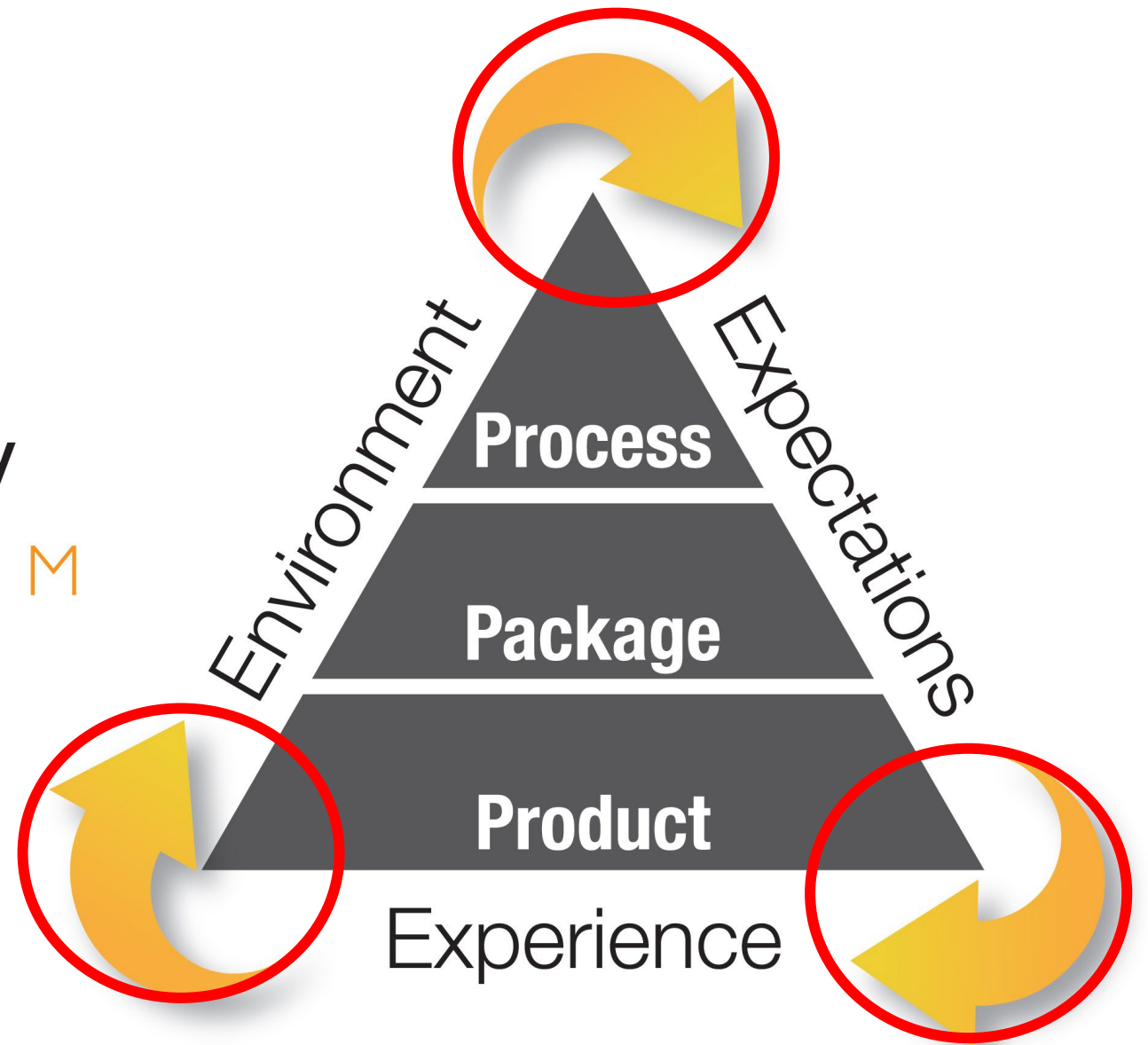
COME

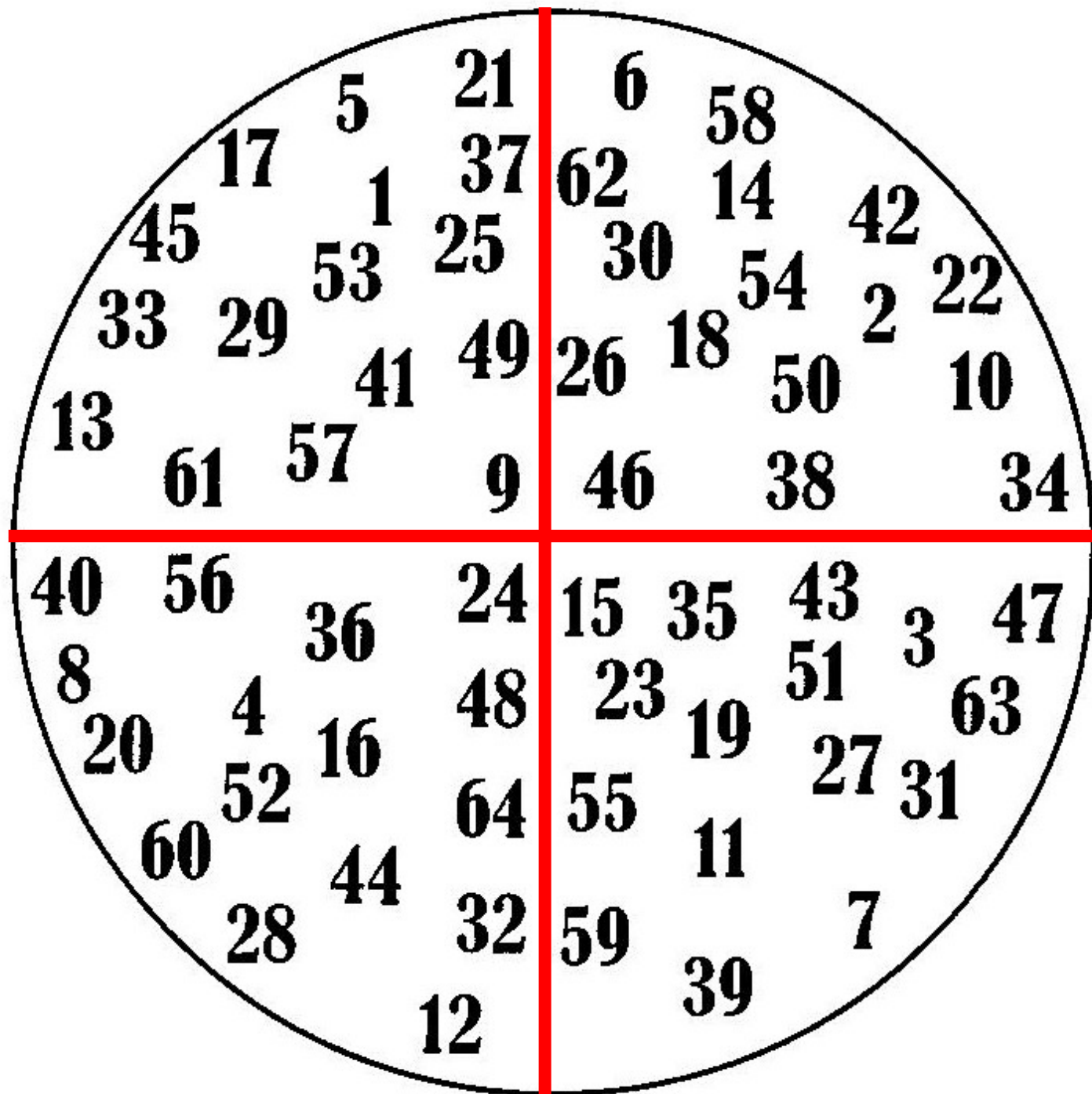
Office Name:		Staff members encountered:				
Date and Time of Call:						
* NI = Needs Improvement						
Website Encounter	Excellent	Good	Acceptable	NI*	N/A	
Phone number easily found on home page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear message of Products/Serv	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall impression of website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile friendly website in place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone Encounter	Excellent	Good	Acceptable	NI*	N/A	
Number of rings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely call back if message left						
Notation on professionalism						
Listen and respond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to move patient through the buying cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build trust and rapport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explain thoroughly/patient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtain contact information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan in place for next step	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



ExtraOrdinary

THE G E S Y S T E M





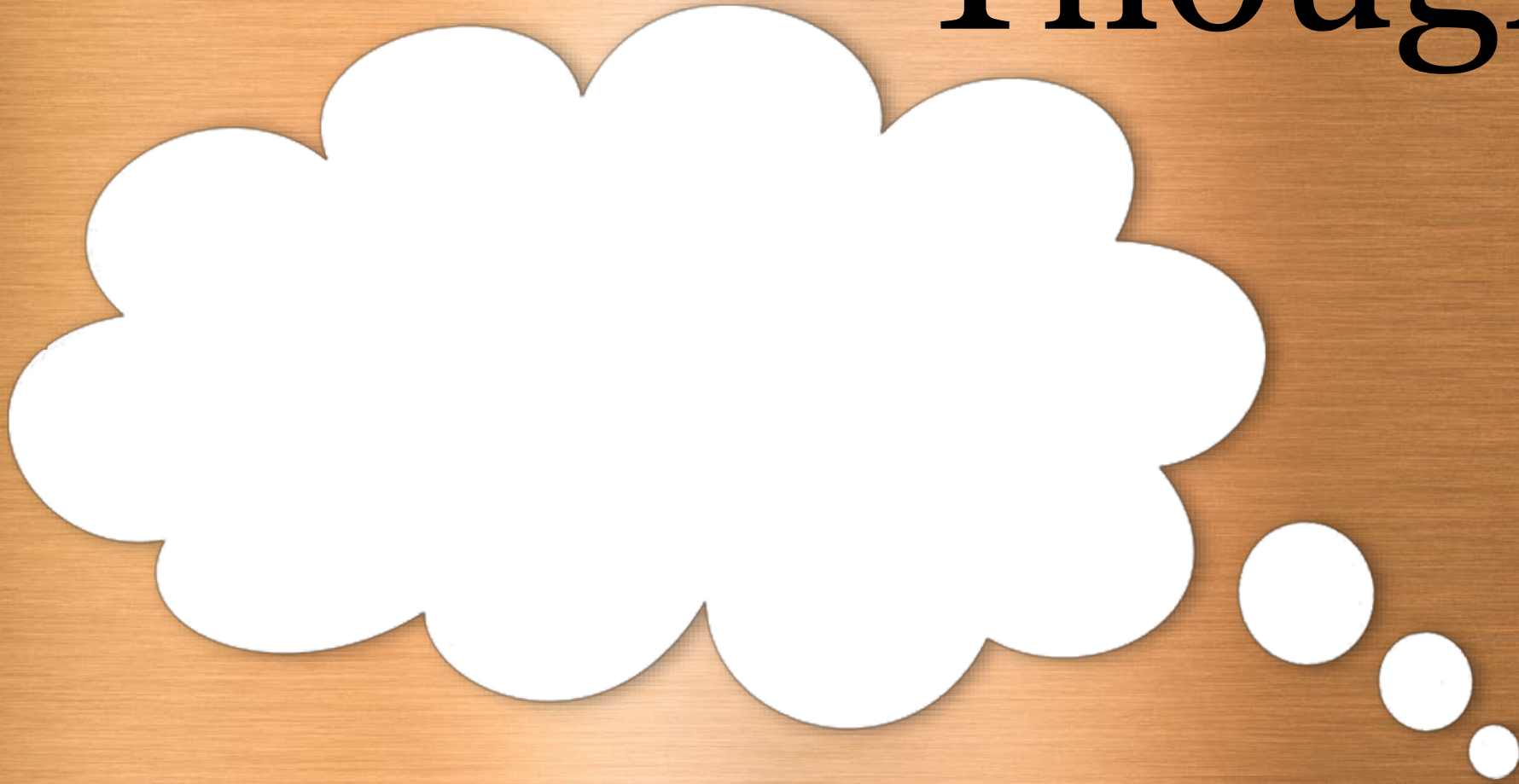




Thoughts + Presence + Words

Influential Communication

Thoughts



Presence



Silent Signals





Words

8

T¹ A¹ B³ O¹ O¹

Words & Phrases

Nice to see you.

~~How are you?~~

~~Busy~~

Dr. Hill is currently with a patient, is there something I can help with?

~~Honey~~



~~Toots~~

~~Sweetie~~

~~Babe~~

~~Dearie~~

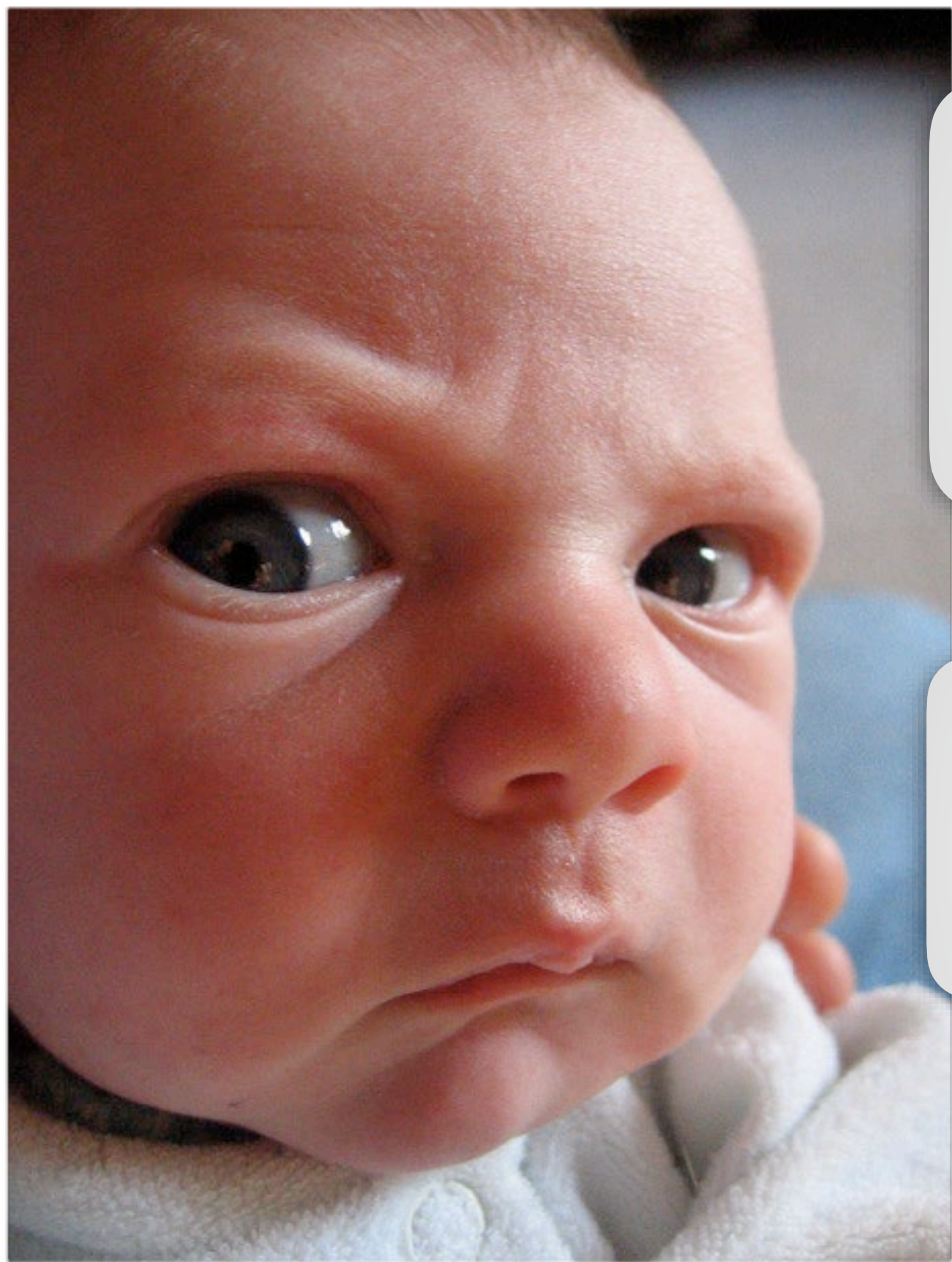
Verbal Vomit

Sit amet, con
ctetuer adipisci
sed diam nonummy
euismod tincidunt ut
dolore magna aliquam erat
volutpat. Ut wisi enim ad
minim veniam, quis nos-
trud eunmelapon!

~~Oops!~~

~~Wait~~

If you would like to relax here,
we will call you back when you are fully dilated.



~~There's nothing I can do.~~

~~That's our policy.~~

Actually,
~~No.~~

~~Sorry.~~



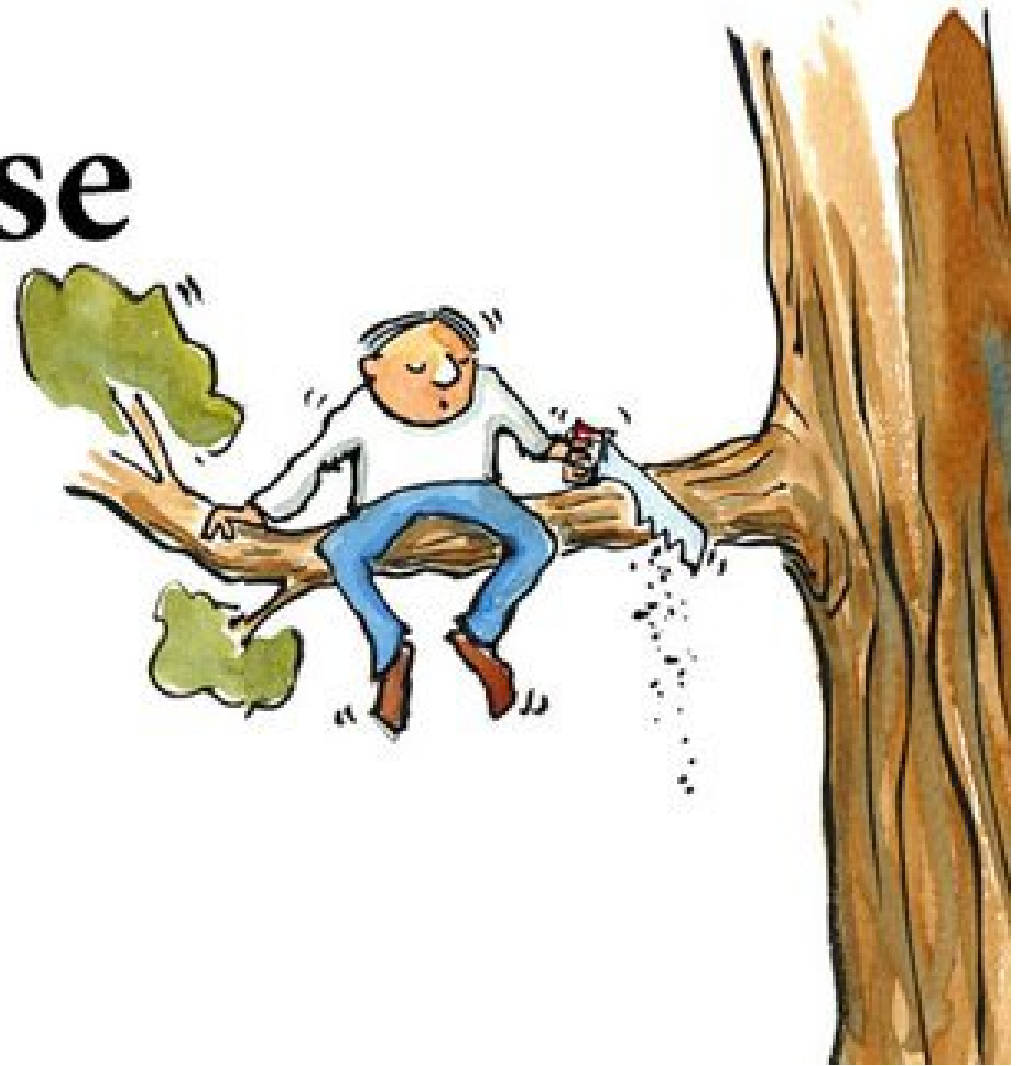


Stuff your
Sorries in
a sack!



**Common sense
is not so
COMMON.**

- Voltaire



5 Influences of Common Sense

- Environment in which you were raised during formative years
- Generation in which you were born
- Core personality – extrovert, introvert, ambivert
- Service behaviors of those you used to work with
- Example set of those you work with today

Accurate self-analysis



Shades of Brilliance

Communication by personality type



Finding your *Shades of Self*

Understanding your personality type &
using it to improve workplace
relationships

SEE SEPARATE DOCUMENT IN
VAULT FOR HANDOUTS
ON THIS TOPIC!



Action Steps

A photograph of a theater stage. The stage is lit with a warm yellow light from below. The backdrop is a solid blue color. The stage is framed by heavy red curtains that are pulled back to reveal the stage. The foreground shows the dark, curved backs of rows of theater seats.

Showtime!

Go time,

All the time...

Anticipation of Needs

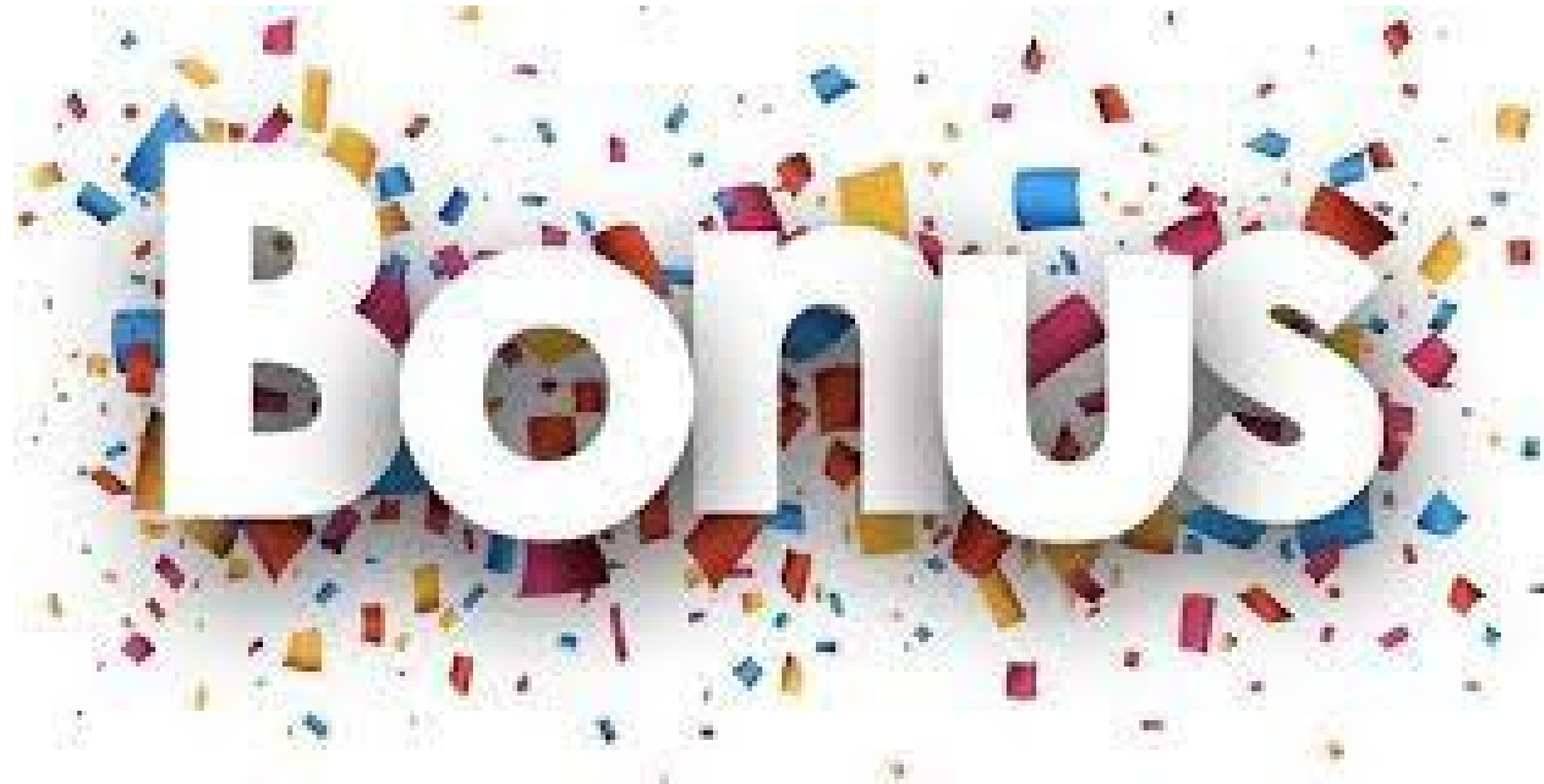


Focused Encounters

to view the video shown in this
program visit go to Youtube and
search the phrase

“awareness test”

How to stay in touch, plus a bonus tip (vault)!



Text to get Goodies:



- Big 7 of Service
- It's Showtime!
- Is My Body Language Showing?
- Scripting for Superior Communication
- Dealing with the Angry Person
- Level up your Thank You's

Vault

R



R

R



LAURIE GUEST
CSP, CPAE

WWW.LAURIEGUEST.COM

Burst

OUT OF

SERVICE FATIGUE



This first thing I do is
make sure that
everyone on set is
making the
same movie.”

FRANCIS FORD COPPOLA



“It doesn’t matter how good of a doctor I am, if the patients don’t like you!”

Neil Ross, MD





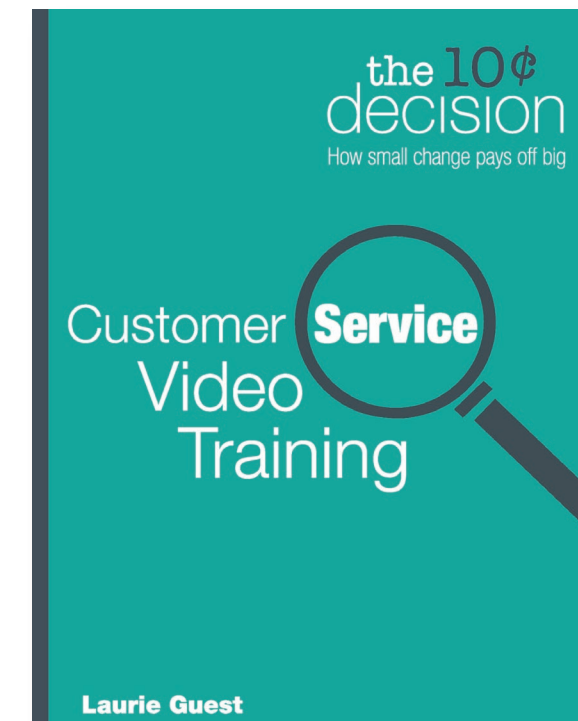
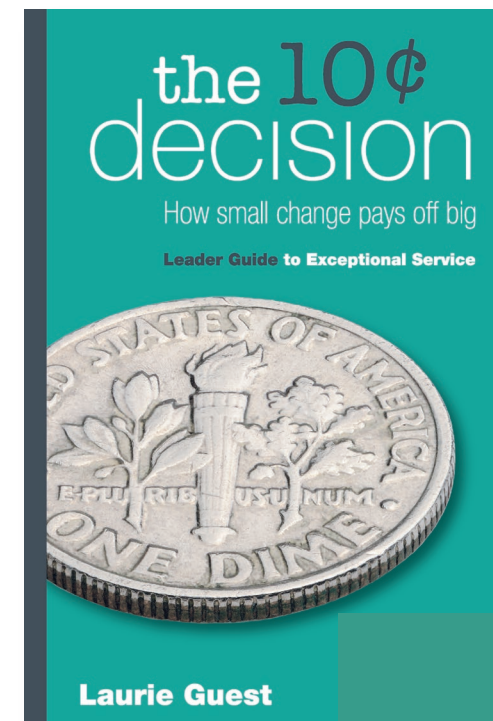
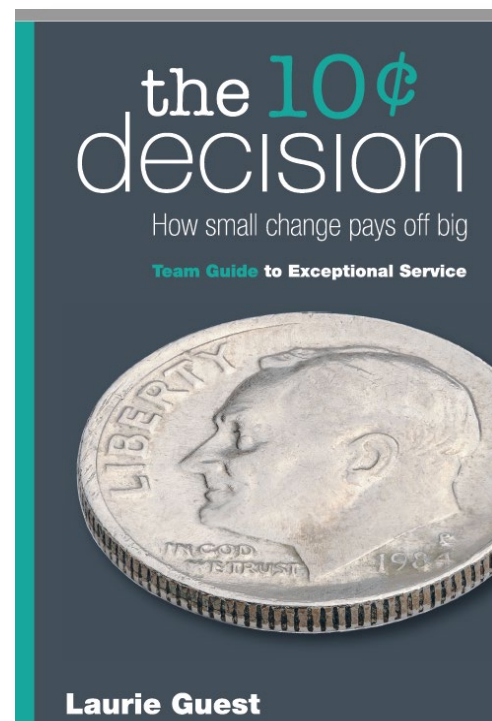
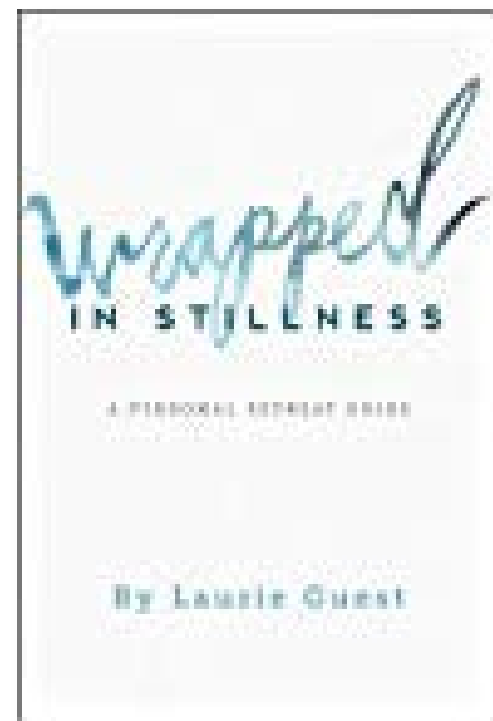
*“It doesn’t matter
how good the
baker is,
if the cashier spits in
your cake!”*

~Laurie Guest



LAURIE | GUEST, CSP

Professional Speaker and Trainer




LaurieGuestSpeaker


LaurieGuest

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