

What is a Customer Journey presentation?

The purpose of our networking meetings is to support the **Know Like Trust** process that we need to work through in order to build sustainable relationships.

It's during networking meetings where we predominately work on the 'Trust' element of that equation. (a lot of the knowing and liking goes on in our 121 meetings).

In our Foundation Training we talk about 'how to be' in our meetings – i.e. we need to be reliable, organised, nice and show off our professionalism!

In our customer journey presentation we have the opportunity to show off some other really important attributes that contribute to creating trust. We can show integrity, credibility and the way that we uniquely solve our customers' pain points.

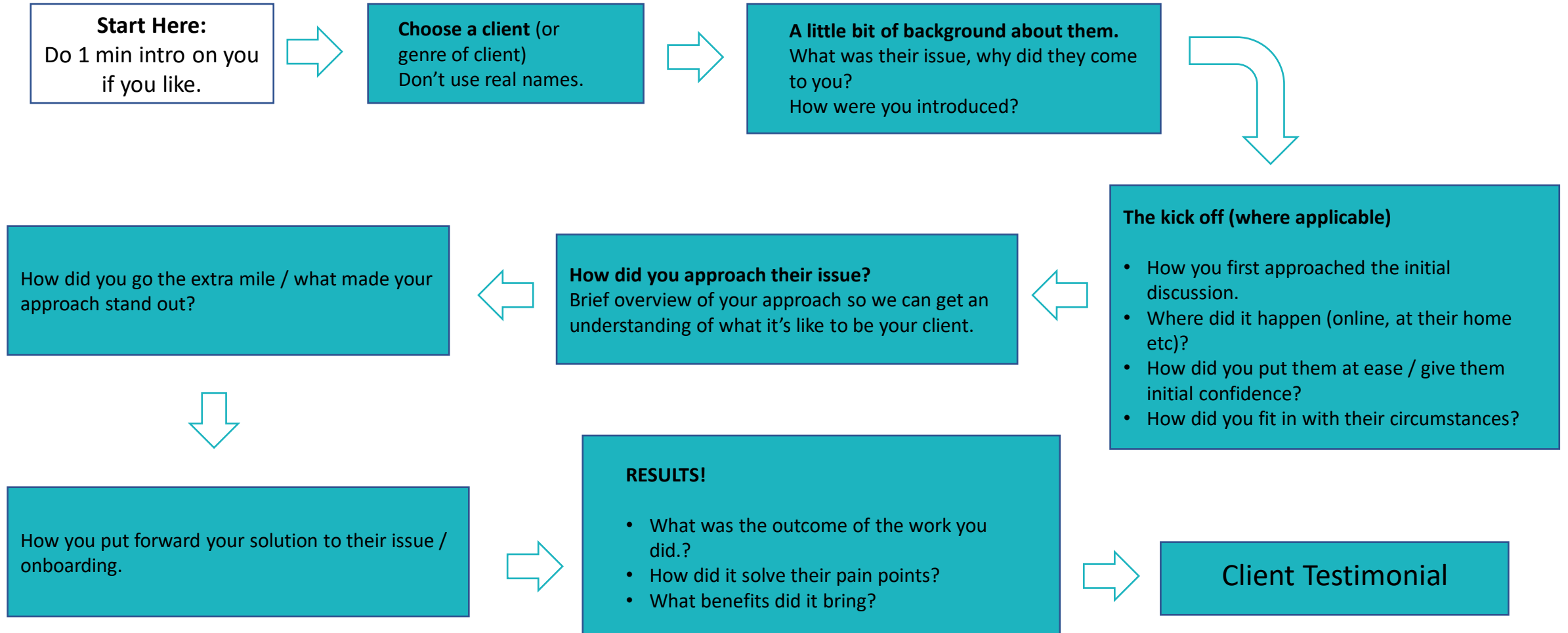
People love listening to stories, so the customer journey is effectively a story that brings to life how you take a customer through their experience with you.



Remember that most of the people you want to refer you may never be your actual customer, so this is the only way they can get 'under the bonnet' of your customer offering.

- It shows where you were introduced to them, what kind of customer they are.
- What their issues were.
- How you understood their issues.
- How you proposed to address them and how you presented that to the client.
- The actual solution and how it was implemented and the outcome.
- You can top it off with an actual client testimonial too.

How to put together A **Customer Journey** Presentation.



Tips for Presenting

Q: Should I do a power point presentation?

A: This is personal preference. If you like to engage with people's faces then you might not want to share your screen. But if you want to prepare a few simple slides then by all means do – but make sure that they are easy to read if people are on smaller screened devices. If you want a happy medium, prepare a summary slide that you share for the last part of the presentation with the testimonial on it.

An example of a summary slide is below.

Q: How long should the presentation be?

A: Your presentation should be 10 minutes in total. You might want to do 1 minute introducing yourself or sharing some personal details. Remember people buy from people so it's good to share some info about you too.

Q: What outcome should I work towards?

A: The purpose of the Customer Journey is to build credibility and show off your integrity. Remember that the people in your group may never be your customer so anything you can do to help them visualise your customer experience will help them to understand more about the type of people who make good customers and the kind of pain points they have. The ultimate outcomes are to encourage more onward conversations with members or guests or to get a referral/introduction.

Q: Should I use a real client?

A: Unless you have the express permission of your customer it is recommended that you don't use their real names and you should never discuss personal information. You can use a real testimonial if you like, but again it's best not to use their name unless your client is fully aware that you are sharing it.

Customer Journey: Client A



Where we met: introduced by referral

Pain Points:

- X
- X
- X

Outcome:

- X
- X
- X
- X

How I went the extra mile....

XXX

“Joining The Growth Community has been the best decision for me. I have made valuable new friendships that have already led to business and I have been able to help a couple of people in my group with advice and some introductions that have led to some useful conversations for them too.”