



Perceptions



Customer Journey.

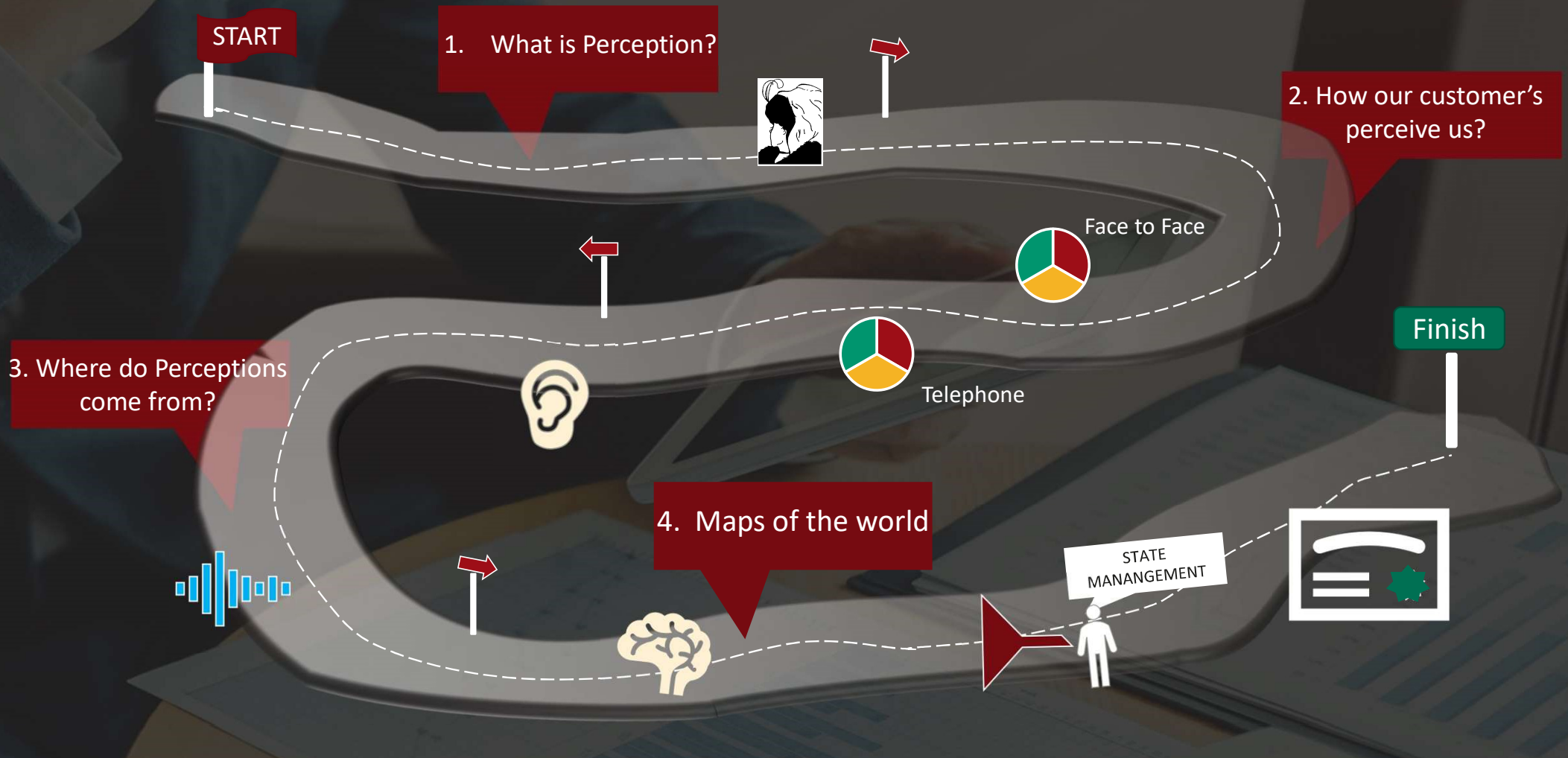


MOSCOW

Must Have	Should Have	Could Have	Want to Have
Profile Forward	Cancel Acct (Automatic)	Choose Network (API)	Export Data
Google API	Edit Profile	Facebook API	Disable Network
Social Password Link	Assign Admins	Change Security (Access)	...
Referral Link	Reset Password	Provide Public user access	...

What have you used from the sessions?

Today's road map



What is Perception?

The ability to see, hear, or become aware of something through the senses and the way in which something is regarded, understood, or interpreted.

What do you see?



What is Perception?

Can you see the women and the parrot?



What is Perception?

How much does your, voice/tone, Body Language and Word play a part in clients perceptions?



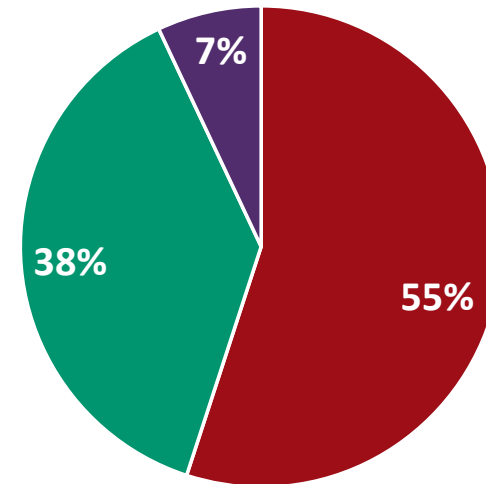
How our customer's perceive us?

How can you improve you F2F impressions

1. Remember that body language says a lot.
2. When it comes to eye contact, make it a focus.
3. Smile, even if you don't want to.
4. Remember that it isn't about you, it's about them
5. Admit that you don't know when you don't



F2F - 9 seconds to make an impression



■ Body Language ■ Voice/Tone ■ Word



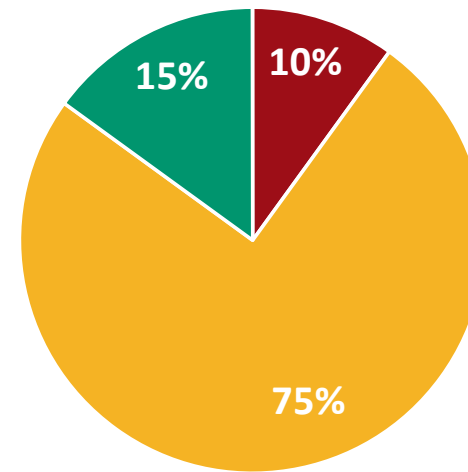
How our customer's perceive us?

How can you improve you Telephone impressions

1. When leaving messages make sure these are rehearsed or ensure you click # to delete
2. Prepare for the call before you dial the number
3. Be mindful of the tone and pitch of your voice
4. Give your full attention (people know)



Telephone - 7 Seconds to make an impression



■ Body Language ■ Voice/Tone ■ Words



What is Perception?



Lord Duncan from Oxfordshire

- Where does he live?
- What does he drive?
- What else about him?

Perception

- Manor House
- Bentley
- Rich, Dogs, Farm, Snob

Reality

- Council house
- No car
- Unemployed
- Lordship gift

Wayne from London

- Where does he live?
- What does he drive?
- What else about him?

Perception

- Council house
- Banger
- Broke, unemployed, benefits

Reality

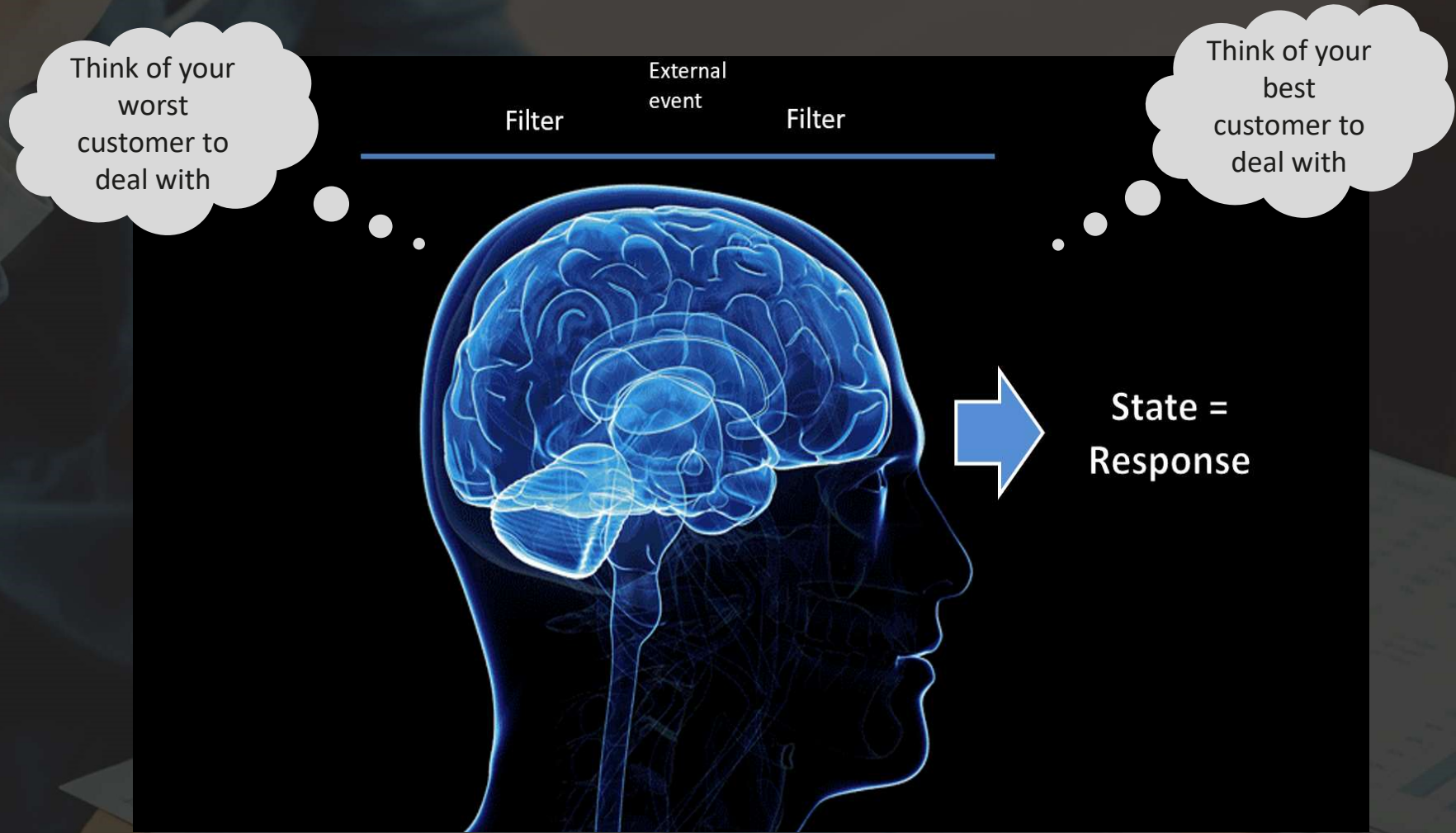
- Wayne Lineker
- Manor house
- Ferrari
- Multi millionaire business owner

ourselves?

Can we change what we ask?

wrong?

Where do Perceptions come from?



Summary

1. We all view the world differently
2. How and why we make perceptions
3. Can we change our perception of an eternal event?



Have you got a pen?

1. Everything starts with you
2. Identify your triggers for your worsts customers?
3. Identify triggers you want to try and change or replace



Thank you all for your time today, we hope you've found the session informative.



02.07 Selling in a Hardening Market Retail

- We're now seeing the market conditions shifting to a hardening market. The previous 7-8 years have been a buyer's market, with insurance premiums remaining steady and in many cases reducing year-on-year. Do we need to adapt in the new market?

16.07 Managing teams remotely

- Managing teams remotely is challenging, or a great opportunity? , how do we need to adapt to be effective.

30.07 Customer Excellence

- Excellent customer service is at the forefront to retain that core client base of successful business's. Our Training will provide key skills to continually deliver the service your clients expect.

13.08 Brain Works

- Understanding how your brain works is the key to unlocking your potential and controlling your state of mind ,but how?

27.08 Selling in a Hardening Market Commercial and Corporate

- We're now seeing the market conditions shifting to a hardening market. The previous 7-8 years have been a buyer's market, with insurance premiums remaining steady and in many cases reducing year-on-year. Do we need to adapt in the new market?

17.09 Perceptions

- We all make perceptions which are based on our memories, values, believes and opinions. Do our perceptions enhance client engagements?