



Ready, Set, Engage Success Strategies

1. **Clearly define who your customer is.**
 - a. **Who buys or your product or service?**
 - b. **Who do your services benefit?**
2. **Honestly assess your personal engagement level. Are you committed to your organization or “cause”?**
3. **Determine who is your team.**
 - a. **Staff, Suppliers, Partners etc.**
4. **Determine the goal. Is it short term or long term?**
5. **Determine the roles those on your team serve as they pertain to the goal of the team. Are they right for the goal? Does the goal lead you to higher profits, increased productivity or more loyal customers?**
6. **Discuss how you can create customer loyalty through experience management.**
7. **Determine how can you solve the biggest problem that is between you and having emotionally connected customers.**