



Welcome & Thank You to Our Sponsors

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Making the Experience Magical...



JOHN FORMICA

The “Ex-Disney Guy”

America’s Customer Experience Coach



So, who is this “Ex-Disney Guy”?





Staying Alive!









“The ex-Disney guy”



John has been featured in and/or see on...





Building Relationships

Get to know their story!

Do they know yours?

**Customer experience is the
next competitive 'arena'...**

It's where YOUR business is going
to be won or lost.

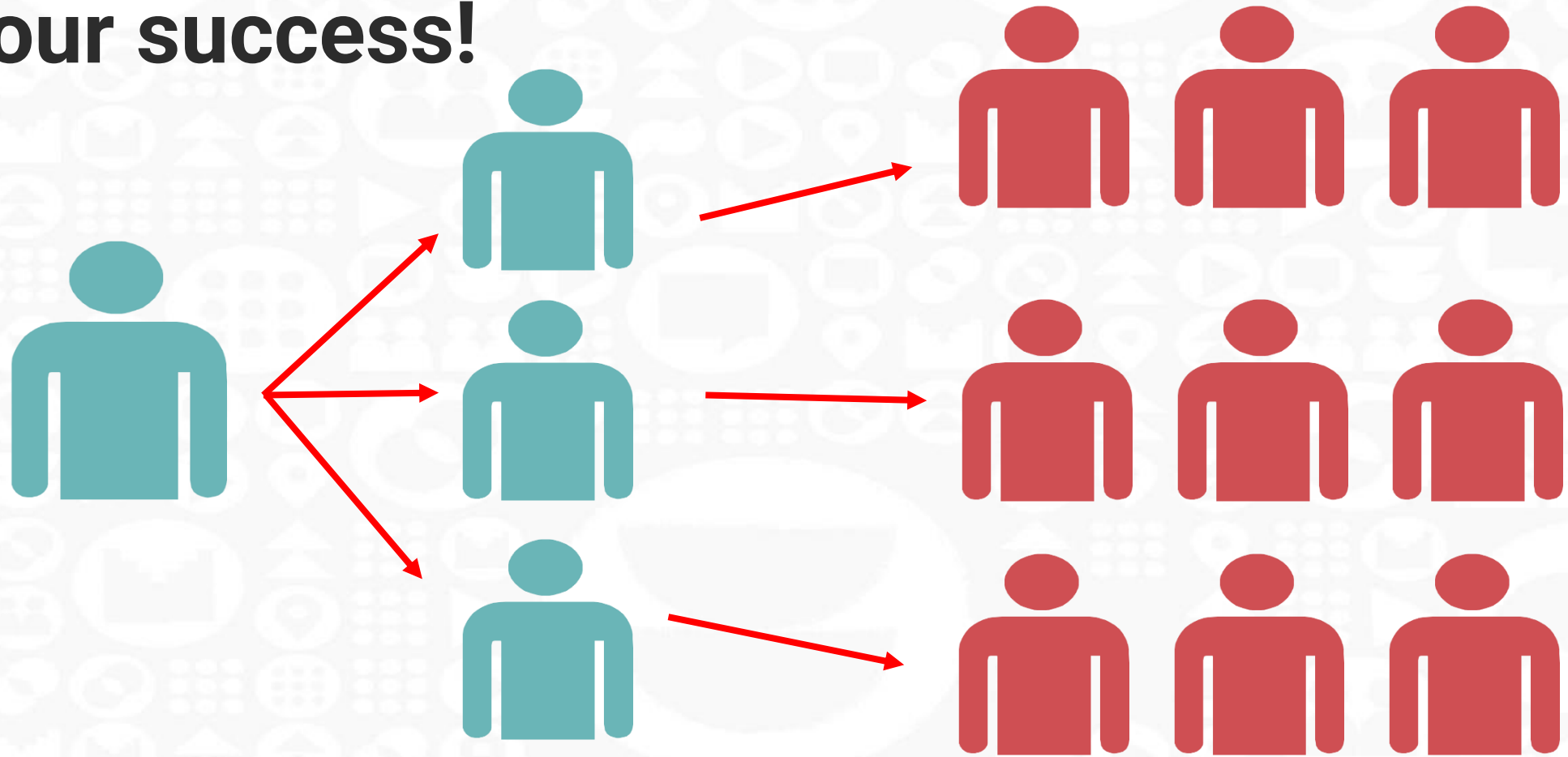
It will overtake price when deciding
which chauffeured service to
choose.





64% of buyers will
spend more and **more often** for a better
customer experience!

**A great customer experience is the key
to your success!**



**One happy customer can
lead to and tell as many as nine people.**

*It is not just about
providing chauffeured transportation services.*

*It is all about the
Experience!*

- **E**mployees
- **L**eaders
- **C**ustomers

- **C**ustomers
- **E**mployees
- **L**eaders

A black and white photograph of Walt Disney smiling and standing next to a large Mickey Mouse figure. In the background, the spires of Cinderella Castle at Walt Disney World are visible. A semi-transparent dark rectangle is overlaid on the lower-left portion of the image, containing the text.

CREATE THE DREAM

“If you can dream it, you can do it.”

What Are You Selling?

Imagination

Curiosity

Happiness





“I wish I was there!”



How Do You Create a Magical Experience?

“You don’t build products or services for yourself. You need to know what the people want, and you build it for them.”

- Walt Disney



**What's YOUR
Promise Message?**

What is Disney's Promise?

“Happiest Place On Earth”

BE OUR GUEST



Serving Others



“If your **HEART is in your **DREAM**,
no request is too extreme.”**

~ Jiminy Cricket ~

Ask Yourself...?

**What 3 things do you want your
customers to say about YOU, Your
Services, or Business?**



***“World’s
Best
Restrooms”***



**WHERE A SIMPLE POTTY
BREAK**



COSTS YOU \$65 IN SNACKS



THE MAGIC BEGINS WITH PEOPLE

“You can design, create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

~ Walt Disney

“Right People...Right Roles”

Actor Jason Alexander (a.k.a. George Costanza)



Top-Selling Book

IT IS
MORE THAN THE JOB.
YOU/THEY ARE THE
FACE OF THE BUSINESS!



5 Ways We Make an Impression On Our Customers

Be Interested...
Not Interesting!

1. *What We Do*
2. *How We Look*
3. *What We Say*
4. *How We Say It*
5. *How We Make Someone Feel*



The “*Experience*”

ON-STAGE

Every Action is an Intentional First Impression &
Direct Reflection of YOU, YOUR VEHICLES,
SERVICES, and YOUR BUSINESS!

10 Factors That Could Affect the Experience



***Attitude, Enthusiasm
Professional/Impression***



Staff Knowledge/Helpful



Physical Atmosphere



***Ease of Doing
Business/Technology***



Appearance



***Communication/Tone
– Phones, Email, Voice
Mails, Texts, Follow up***



***Friendly/Smiling &
Body Language/
Likeability***



***Cleanliness of Vehicles
or Offices***



***Attention to Detail and
Organized/Operations***



***Sense of Urgency and
Timeliness***

“Marketing is no longer about selling products or services, but about the stories that get told.”

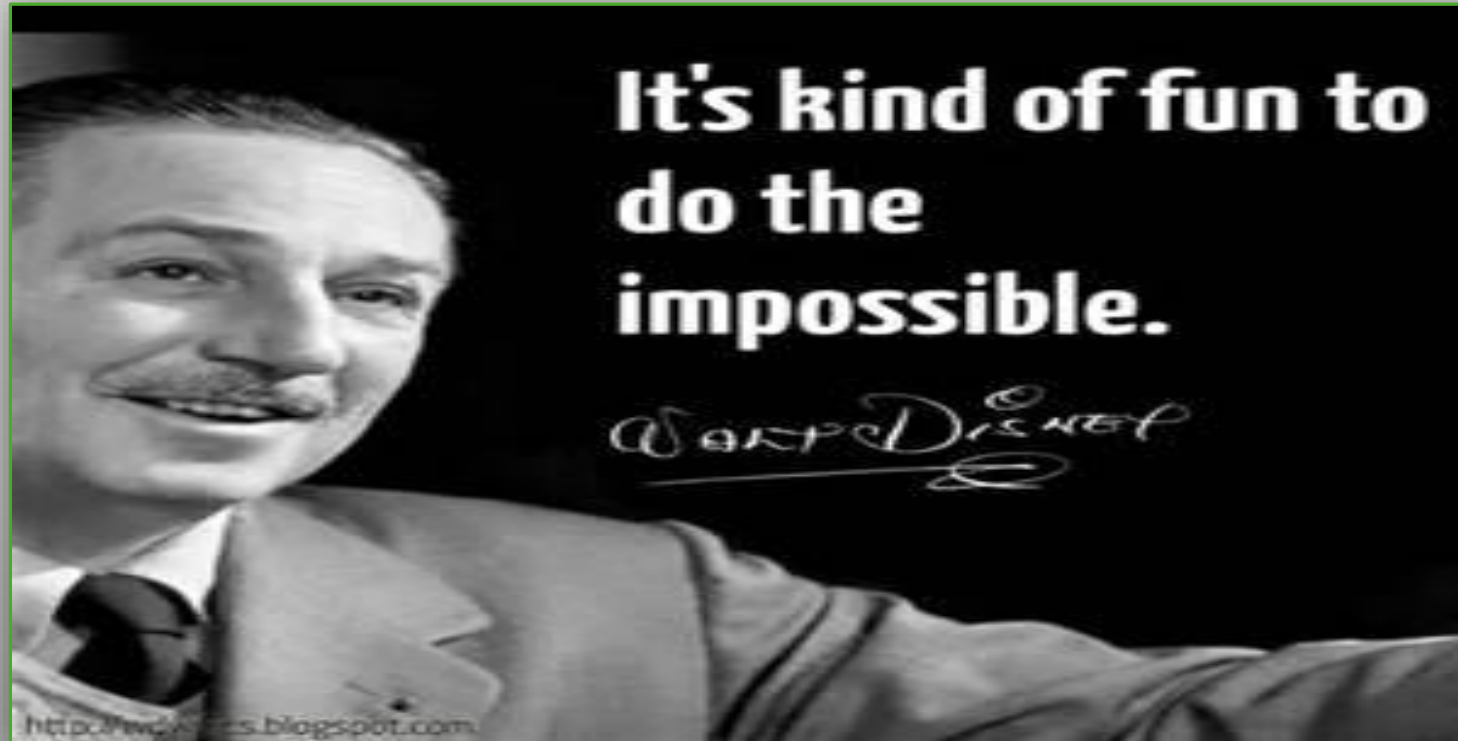
Once Upon a time...

How are you going to get your customers to share the good ones?

Exceed the Expectations!

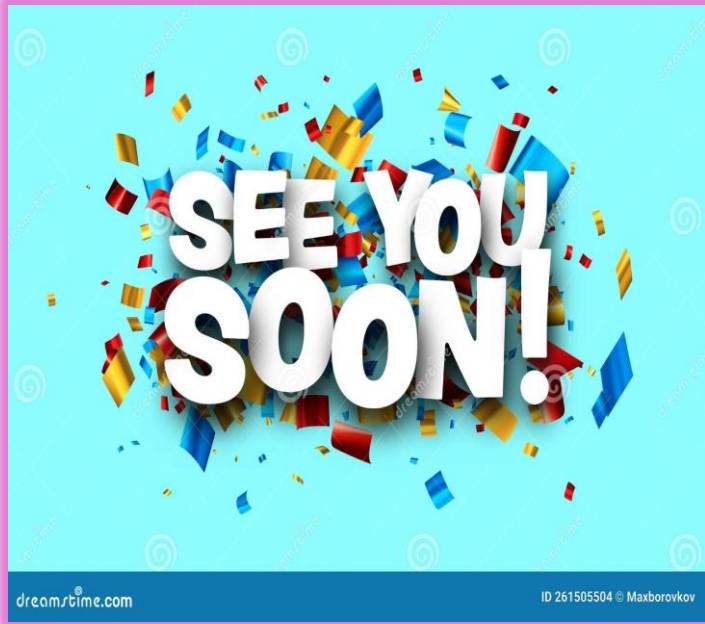


Walt's "**PLUS**" FACTOR



Whatever You Do, Try To
"**PLUS**" It By One!
*Before * During * After*

Before



Postcard Sent

During



Give Them Each a Rose

After



Create an experience that your customers want to remember and share. Make it so *'magical'* that they want to take a picture of it.

Getting to work feeling good...

**EVERY DAY I GET TO WORK WITH THE
BEST INTENTIONS AND THE RIGHT
ATTITUDE...**

...THEN IDIOTS HAPPEN.



**WORLD'S
BEST
LOOKIN'
LIMO
DRIVER**

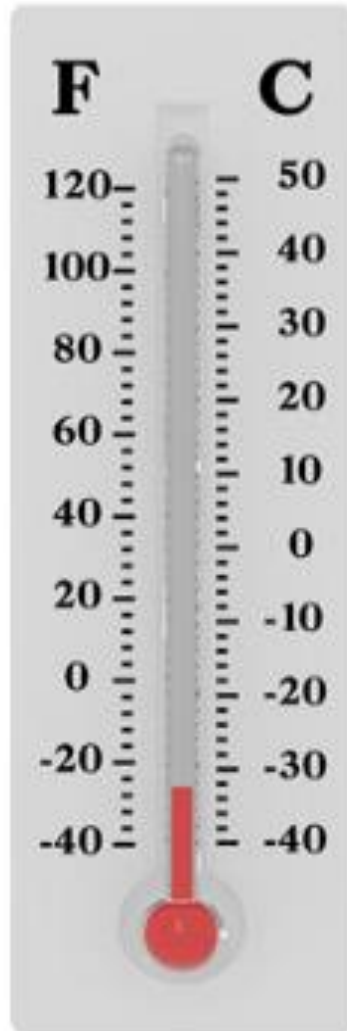




The way to **get started** is to
quit **talking** and begin **doing**.

- Walt Disney

Are You a Thermometer or a Thermostat?



**“If you
can
dream
it,
you
can
do it.”**

WALT DISNEY



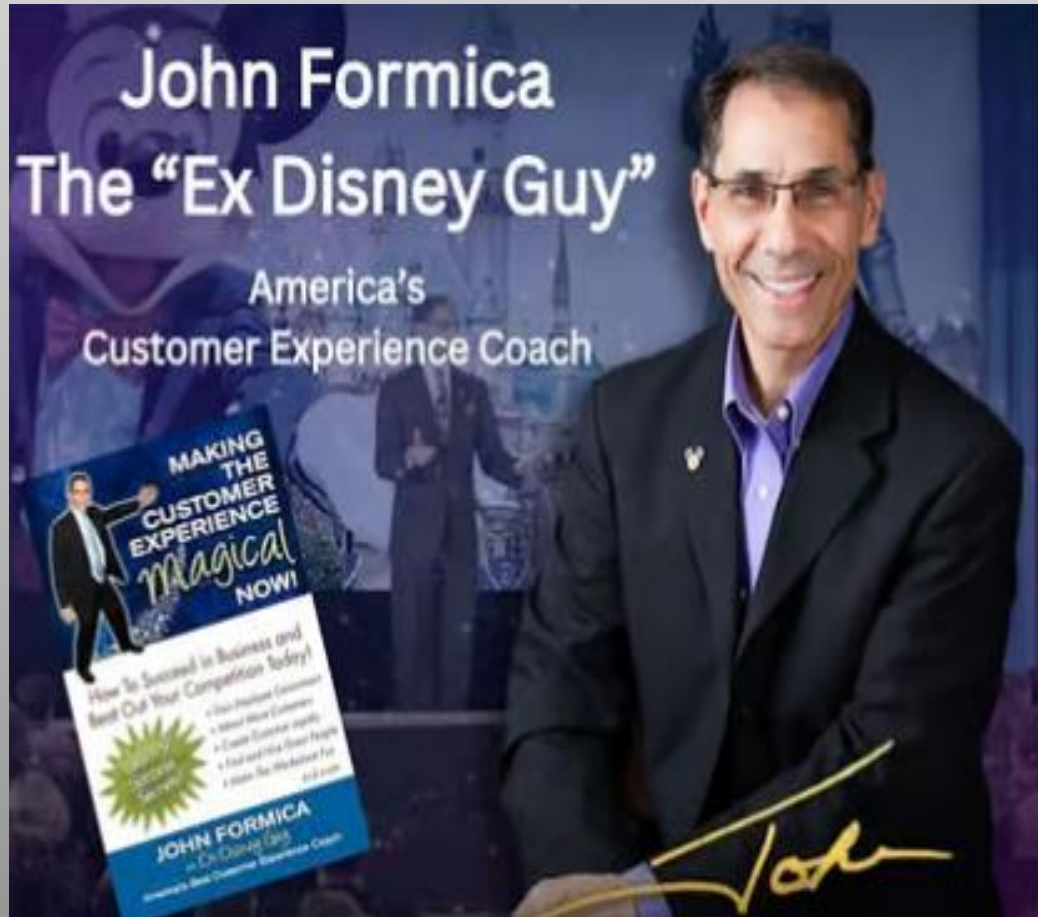


**DO WHAT YOU DO SO WELL
THAT THEY WILL WANT TO SEE IT AGAIN
AND BRING THEIR FRIENDS.**

WALT DISNEY

INSPIRATIONALGRAFIX.blogspot.com

Take a Picture of This Slide!



Want More Help?

Let the *“Ex-Disney Guy”* Help
You or Your Team Today!

****FREE \$500 GIFT!****

FREE 45-Minute Strategy

Call With John

NO FLUFF & NOTHING TO BUY

Plus

FREE Training Videos and Newsletter

JohnFormica.com

or

info@johnformica.com

“Always Make It Magical!”



Thank You!

Let Us Know How We Did!

Fill Out the Survey

