



NAME |

DATE |

THE WISDOM NETWORK



CREATING A GREAT EXPERIENCE FOR PROSPECTS AND CLIENTS REQUIRES PLANNING AND INTENTION. OTHERWISE, OUR CLIENTS HAVE AN "ACCIDENTAL" EXPERIENCE: AN EXPERIENCE THAT IS THE RESULT OF CURRENT SYSTEMS, TRAINING, AND HAPPENSTANCE. IN ORDER TO CREATE THE ULTIMATE EXPERIENCE, TAKE A LOOK AT EACH KEY INTERACTION WITH YOUR CLIENTS. THROUGH THIS TOOL, YOU WILL STATE YOUR INTENTION, THINK BIGGER AND BETTER, AND LOOK TO OTHER COMPANIES ALREADY PROVIDING THIS KIND OF EXPERIENCE IN THE MARKETPLACE.

MAKE IT AMAZING.

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IMAGINE IT IS FIVE (5) YEARS FROM TODAY.

HOW MUCH ARE YOU CHARGING FOR YOUR PROCESS?

WHAT KIND OF EXPERIENCES
& SERVICES WOULD CLIENTS NEED
TO HAVE TO JUSTIFY THAT FEE?

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WHAT CRITERIA WOULD
THE IDEAL CLIENT HAVE
FOR THIS PROCESS?

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IN ONE SENTENCE,

DEFINE THE IDEAL FEELING CLIENTS WOULD HAVE AS A RESULT OF YOUR PROCESS.

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LET'S SAY THAT VERY CLIENT IS COMING INTO THE OFFICE IN 3 MINUTES.

WHAT WOULD YOU WANT TO CLEAN,
MOVE, FIX OR CHANGE IMMEDIATELY?
WHAT EXPERIENCE EMBARRASSES YOU?

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WHAT WOULD YOU PLAN TO DO
TO MAKE IT A GREAT EXPERIENCE
IMMEDIATELY FOR THEM?

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IN ONE SENTENCE,

WHAT'S THE EXPERIENCE YOU WANT TO HAVE FOR THEM?

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LEAD CONVERSION EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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FIRST MEETING SCHEDULING EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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INTRODUCTORY MEETING EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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PROPOSAL OF SOLUTIONS EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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WELCOME TO OUR COMMUNITY EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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ONGOING CREATION OF VALUE EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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ASKING FOR REFERRALS EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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DEMONSTRATING GRATITUDE EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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PROGRESS UPDATE EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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RENEWAL OF COMMITMENT EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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THE _____ EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?

WHO DOES THIS WELL?

HOW DO THEY DO IT?
WHAT ARE THE STEPS?
WHAT'S THE EXPERIENCE?

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HOW CAN YOU IMPROVE YOUR
OWN EXPERIENCES HERE?

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