

# Do It Yourself

*Be Your Own Consultant!*

I always start my consults with new clients by asking them the following questions. But, how do you get started?.

You can pay \$300 - \$500 an hour, for a high-priced consultant – or you can skip all that nonsense, and, with my help,  
**do it yourself!**

Remember – there are 7 Steps – You only need to get started on 1!

## ***Discover Your Service Score!***

**Answer “Y” or “N” to the questions on the next page and score yourself.**

**5 points = “Yes”**  
**3 points = “I can do better”**  
**0 points = “No”**

**Anything in between, you be the judge.**

# Do It Yourself

Be Your Own Consultant!

Measure for Success	Question	Y/N	Score	Points
	<p><i>You may think you know, but. . .</i></p> <p><b><i>Have you ever asked your customers what they want?</i></b></p> <p>Click here to read more about  <a href="#"><u>Measure for Success</u></a></p>		<p><b>If “Yes”</b> – 5 points! Keep asking, and share the data with staff – ask questions</p> <p><b>If “No”</b> – I can show you how to get some data now!</p> <p><b>TIP:</b>  <b>Send out a simple survey for FREE</b></p> <p>Use            Survey Monkey  <a href="http://www.surveymonkey.com"><u>http://www.surveymonkey.com</u></a></p> <p><a href="#"><u>Download The 11% Solution</u></a></p> <ul style="list-style-type: none"> <li>– Discover the steps to get started</li> <li>– Get 5 Sample Questions to make your survey a success</li> </ul>	

# Do It Yourself


Be Your Own Consultant!

<b>Make It Right</b>	<b>Question</b>	<b>Y/N</b>	<b>Score</b>	<b>Points</b>
	<p><i>Sooner or later a customer is going to be really unhappy with your service. . .</i></p> <p><b><i>When things go wrong, do you know how to turn a complainer into your most loyal customer?</i></b></p> <p>Click here to read more about how to</p> <p><b><u><a href="#">Make It Right</a></u></b></p>		<p><b>If yes,</b> Good job! Give yourself 5 points!</p> <p><b>If no,</b> read my tips on how to Make It Right.</p> <p><b>TIP:</b></p> <p><b>Listen</b> <b>Apologize, frequently</b></p> <p><b><u><a href="#">Download The 11% Solution</a></u></b></p> <ul style="list-style-type: none"> <li>– Learn how to make a client happy again!</li> <li>– Create super-loyal customers that tell their friends and buy again and again!</li> </ul>	



# Do It Yourself

Be Your Own Consultant!

Share the Love	Question	Y/N	Score	Points
	<p><i>Everyone likes knowing that they've done a good job. .</i></p> <p><b><i>Do you know how to use recognition to change behavior?</i></b></p> <p>Click Here to learn more about <a href="#"><u>Share the love!</u></a></p>		<p><b>If yes,</b> good job! Now, share the love even more!</p> <p><b>If no,</b> what can you do?</p> <p><b>TIP:</b></p> <ul style="list-style-type: none"> <li>- <b>Personal Thank You card or letter</b></li> <li>- <b>Be specific</b></li> </ul> <p><a href="#"><u>Download The 11% Solution</u></a></p> <ul style="list-style-type: none"> <li>- <b>Boost morale - Discover the secret to recognition that makes you money!</b></li> <li>- <b>All recognition is good – right? Get the answer in <i>The 11% Solution</i>.</b></li> </ul> 	

# Do It Yourself

Be Your Own Consultant!

<b>Protect Your Investment</b>	<b>Question</b>	<b>Y/N</b>	<b>Score</b>	<b>Points</b>
	<p><i>You've spent tons of time &amp; money to train new staff. . .</i></p> <p><b><i>Do you know how to keep your good employees?</i></b></p> <p>Click here to learn more about  <a href="#"><b><u>Protect Your Investment!</u></b></a></p>		<p><b>If yes,</b> Hallelujah! 5 more points, please!</p> <p><b>If no,</b> Follow The 11% Solution and start today!.</p> <p><b>TIP:</b></p> <p><b>- Train &amp; OBSERVE</b></p> <p><a href="#"><b><u>Download The 11% Solution</u></b></a></p> <ul style="list-style-type: none"> <li>- Discover the secret to employee</li> <li>- retention</li> </ul>	

# Do It Yourself

Be Your Own Consultant!

<b>Hire for the Heart</b>	<b>Question</b>	<b>Y/N</b>	<b>Score</b>	<b>Points</b>
	<p><i>How do you begin to find the right person for the job. .</i></p> <p><b><i>Do your job postings include customer service requirements?</i></b></p> <p>Click here to learn more about  <a href="#"><u><b>Hire for the Heart</b></u></a></p>		<p><b>If yes,</b> Hallelujah! 5 more points, please!</p> <p><b>If no,</b> 0 points! You need customer service language now!</p> <p><b>TIP:</b></p> <ul style="list-style-type: none"> <li>- <b>Set clear expectations</b></li> </ul> <p><a href="#"><u><b>Download The 11% Solution</b></u></a></p> <ul style="list-style-type: none"> <li>- <b>There is a right way and wrong way to interview. Discover how to get the right person “on the bus”!</b></li> </ul>	



# Do It Yourself

Be Your Own Consultant!

Check Your Engine	Question	Y/N	Score	Points
	<p><i>Do you think that your staff have everything they need to do their job. . . ?</i></p> <p><b><i>Do you know what gets on your staff's last nerve ?</i></b></p> <p>Click here to learn more about why it's important to do a</p> <p><b><u><a href="#">Check Your Engine</a></u></b></p>		<p><b>If yes,</b> Hallelujah! 5 more points, please!</p> <p><b>If no,</b> 0 points! Ask staff today!</p> <p><b>TIP:</b></p> <p><b>Ask for input &amp; use it!</b></p> <p><b><u><a href="#">Download The 11% Solution</a></u></b></p> <ul style="list-style-type: none"> <li>- Start your money-maker!</li> <li>- The big “Leadership” secret revealed!</li> <li>- Win loyalty and gain trust!</li> </ul>	



# Do It Yourself

Be Your Own Consultant!

Look Your Best	Question	Y/N	Score	Points
	<p><i>What does my appearance have to do with the quality of my product or service?</i></p> <p><b><i>Do you know what 3 things create a great first impression?</i></b></p> <p>Click here to read more about how to:</p> <p><b><u><a href="#">Look Your Best</a></u></b></p>		<p><b>If yes,</b> Whoo hoo! 5 more points, please!</p> <p><b>If no,</b> 0 points!</p> <p><b>TIP:</b></p> <p><b>Talk to strangers</b></p> <p><b><u><a href="#">Download The 11% Solution</a></u></b></p> <ul style="list-style-type: none"> <li>– Discover the 3 things that will cause your customers to walk away – never to return!</li> </ul>	



# Do It Yourself

Be Your Own Consultant!

	Question	Y/N	Score	Points
	<p><b>Congratulations!</b></p> <p><b>You just saved yourself Hundreds of Dollars!</b></p> <p><b>Now you know where you have strengths and where you have opportunities for improvement!</b> <i>(that's consultant lingo!)</i></p> <p><i>It's a great read!</i></p> <p><i>I guarantee you'll lean valuable tips!</i></p>		<p><b>What's Your Service Score?</b></p> <p><b>35 POINTS</b> YOU'RE A BIG WINNER!</p> <p><b>17 – 34 POINTS</b> “Good job, but there’s always room for improvement, right?”</p> <p><b>0 -16 POINTS . . .</b> “You’re probably losing more than 11% of your business to unhappy customers</p> <p><b><u>ORDER THE 11% SOLUTION NOW!</u></b></p>	

