

# MDJ 60 SECOND SUCCESSES

MARK DAVID JONES' EXCLUSIVE TOOLS & WORLD-CLASS BEHIND-THE-SCENES INSIGHTS

April 2010 Edition *From former Disney Leader Mark David Jones*

*"If you work just for money, you'll never make it. But if you love what you are doing, and always put the customer first, success will be yours." ~ Ray Kroc*

## Disney's GREAT Sales Model

Great businesses make a *lot* of money. Why is it you don't feel "sold" to when you're doing business with them? The reason is that instead of focusing on the TRANSaction, like most companies do, they focus on the customer experience - the INTERaction. When your customer is happy and you're providing value, then the money will flow.

But selling *still* has to happen - at any business. Beyond developing an engaging relationship with your customers, what process do these legendary companies use to guide their sale? At Disney, they have a great [solution](#). Literally! Here's what the G.R.E.A.T. acronym stands for:

**Greet:** From the moment the customer sees you, engage them with a smile, good eye-contact, an appropriate verbal greeting (*not* a robotic script!) This step ultimately sets the stage for the relationship. Do THEY think you think they are important?

**Respond:** Take action immediately by engaging the customer with questions (*really* understand what they want - why they are coming to you) and then solve their problem in a way that benefits *them* most...*beyond* their expectations.

**Educate:** While responding to their unique situation, share insider insights about how they can benefit most from the solutions you are suggesting. *You* are the expert regarding your products/services. People are engaged when they're learning something interesting. Become their *trusted advisor*.

**Add-on:** Whenever there is an opportunity to expand their benefit (and your sales) in a way that honestly adds value to them, suggest additional products/services that they may not be aware of. People are always engaged by what benefits them. The key is how it benefits *them*.

**Thank:** At the end of your interaction, make sure they know how much you appreciate the opportunity to help them. If service is sincerely your passion, then this will be natural. This final impression in the engagement reinforces the relationship. *If they feel good about the experience*, they will return (loyalty) and even become advocates for you and your business.




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KEYNOTES

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At Disney, EVERY cast member (not just formal sales people) are expected to implement this process. It is an effective way for everyone to engage the guest and develop good relationships. Notice how the word "engage" shows up at each step. If employee and customer engagement is truly an important component of growing your business, then it must be a priority in every facet of your operation. [This](#) will set you apart from the competition - and your customers *will* notice.

That is how legendary companies turn relationships into sales...one GREAT step at a time!

*(Share this today. You'll be amazed at what you can spark for your business!)*

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## MARK'S FINAL TAKEAWAY

What are you doing today to make your sales process GREAT? It doesn't require pixie dust or huge financial resources. It simply takes a focus on the right things and disciplined effort to consistently implement them in your real world.

Now, more than ever, you need to be optimizing your results. My team and I have worked with dozens of Fortune 500 companies - and can share how they get results that create life-long customer advocates. Go with *proven* success. Get your edge now! [Click here](#).

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