



The **WOW** Experience



Don Williams

Sales/CX WIZARD (Coach) |
MAGICAL RESULTS | 2-Time #1 & ...



Hack #1: Tu IAAPA Amigos y Amigas

Farm to Fortune 500

- The Farms
- First Sales Job – First Sales Manager Job
- Million Dollar Round Table
- Entrepreneur at 25
- Fortune 500





Customer Experience (CX) Centers Since 1986

Alcon
a Novartis company

AT&T

**BlueCross
BlueShield**

Cigna

CYBERIAN
Cyber Solutions

essilor

hp

**FIRST CHOICE
POWER**

Forbes

Frost
BANKING
INVESTMENTS
INSURANCE

GATORADE

GE Capital

**Green
Mountain
Energy**

ManhattanLife
Since 1850

Loyal American
Life Insurance Company

MLS

JOHN DEERE

**Mutual
of Omaha**

NFL

REXEL
a world of energy

Sprint

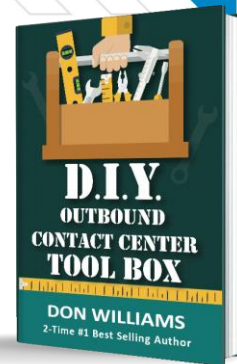
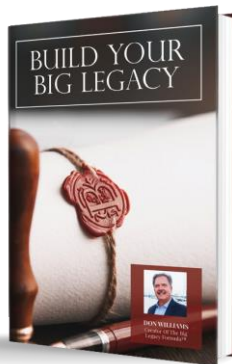
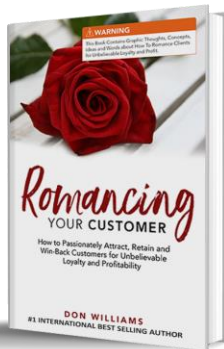
**WILLIAMSON-DICKIE
MFG. CO.**

WYNDHAM
HOTELS AND RESORTS

**Washington
National**

verizon

Serving Fine Clients Like...



3-time #1 Best Selling Author



I Dare You...

**What
is
WOW?**



Luxury WOW





Worlds Greatest Chicken WOW?



Sales Process WOW

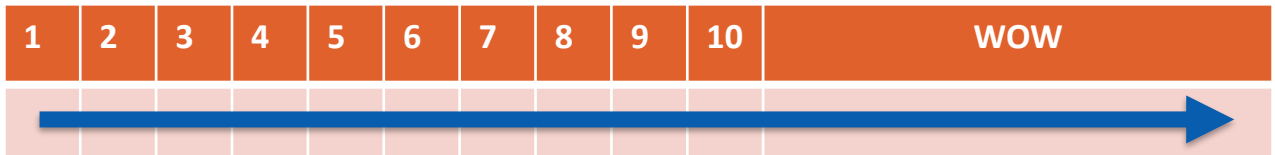
American Airlines



The Burst of WOW

Customer Experience (CX) Metrics/Tools

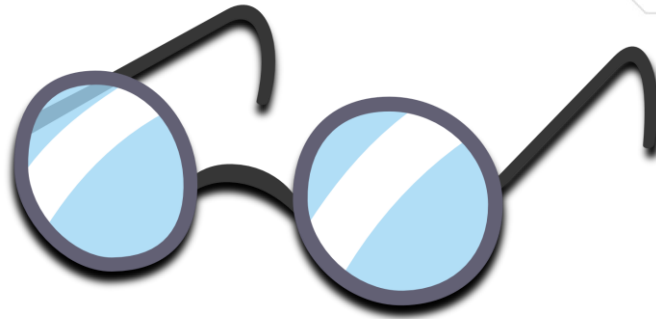
- Customer Satisfaction Index (CS)
- Net Promoter Score
- Customer Journey Mapping
- Artificial Intelligence (AI)
- On a scale of 1-10...demand WOW!





Hack #2 - Gratitude





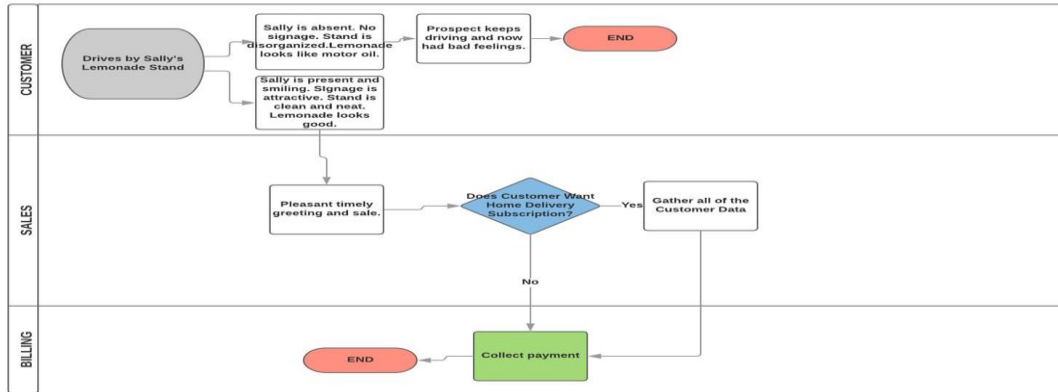
Perspective





Hack #3 - Perspective





Customer Experience or Journey Mapping



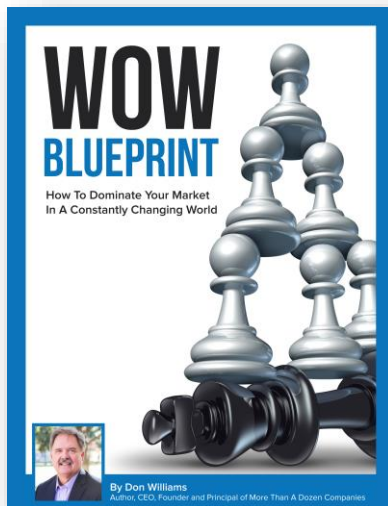
The WOW Blueprint Flowchart



Tools for WOW

My free gift to you...

- **FREE DOWNLOAD** at www.wowblueprint.com



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