

# **SHEPARD VT COURSE OUTLINES**

## **Amaze Every Customer Every Time**

### Course 1: Amazement 101

- Chapter 1 & 2 -Introduction and Case for ACE
- Chapter 3 -The 7 Amazement Principles
- Chapter 4 - The Five Areas of Amazement

### Course 2: Leadership

- Tool #1 - Act Like You Own the Place & Drill
- Tool #2 - Trust & Drill
- Tool #3 - Debrief on Both Misery and Magic & Drill
- Tool #4 - Befriend the Competition & Drill
- Tool #5 - Adapt or Die & Drill
- Tool #6 - Know the Value of Your Customers & Drill
- Tool #7 - Know What Drives Your Success & Drill
- Tool #8 - You Can't Be Good at Everything & Drill
- Tool #9 - Play to Your Strengths & Drill

### Course 3: Culture

- Tool #10 - To Be the Best Place to Buy, Be the Best Place to Work & Drill
- Tool #11 - Don't Take the Easy Way Out & Drill
- Tool #12 - The Awesome Responsibility & Drill
- Tool #13 - Defend the Culture & Drill
- Tool #14 - Shift Your Vocabulary & Drill
- Tool #15 - Adopt a Customer-First Mindset & Drill
- Tool #16 - Celebrate Uniqueness & Drill
- Tool #17 - Great Ideas Come From Everyone & Drill
- Tool #18 - Consistency & Drill
- Tool #19 - Tell the Story & Drill
- Tool #20 - Be a Committed Learner & Drill
- Tool #21 - Mentoring & Drill
- Tool #22 - Starting Over & Drill

### Course 4: One-On-One

- Tool #23 - It's Showtime! & Drill
- Tool #24 - Treat Customers the Way They Want to Be Treated & Drill
- Tool #25 - Focus on the Customer, Not the Money & Drill
- Tool #26 - Manage the First Impression & Drill
- Tool #27 - Engage! & Drill
- Tool #28 - Ask the Extra Question & Drill
- Tool #29 - One to Say Yes, Two to Say No & Drill
- Tool #30 - Cross-Sell and Up-Sell! & Drill
- Tool #31 - Last Impressions & Drill
- Tool #32 - Be Accountable & Drill
- Tool #33 - The Customer is Not Always Right & Drill
- Tool #34 - Bounce Back & Drill
- Tool #35 - Master the Art of Recovery & Drill

Tool #36 - Manage the Wait & Drill  
Tool #37 - Avoid Loyalty Killers & Drill  
Tool #38 - Seize the Moment! & Drill

Course 5: The Competitive Edge

Tool #39 - Own Your Mile & Drill  
Tool #40 - Satisfaction is a Rating, Loyalty is an Emotion & Drill  
Tool #41 - Be Easy to Do Business With & Drill  
Tool #42 - Get Firsthand Experience & Drill  
Tool #43 - Show Your Gratitude & Drill  
Tool #44 - Don't Leave Loyalty to Chance & Drill  
Tool #45 - Do What is Not Expected & Drill  
Tool #46 - Deliver Amazing Follow-Up & Drill  
Tool #47 - Stay in Touch & Drill  
Tool #48 - Get Proactive & Drill

Course 6: Community

Tool #49 - The Law of Reciprocity & Drill  
Tool #50 - Do Local Well & Drill  
Tool #51 - Loyalty Goes Both Ways & Drill  
Tool #52 - Be Part of Something Bigger than Yourself & Drill

Course 7: Create a Demanding Customer

Create a Demanding Customer  
Final Words