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