



# HOW TO PROVIDE THE BEST-EVER CUSTOMER EXPERIENCE

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I firmly believe that the success of a business is built on a foundation of amazing customer experience. You can have the best product, the most amazing marketing team, or the most beautiful website, but if your client doesn't have a pleasant experience while they're working with you, it doesn't matter. They won't come back.

One of the easiest ways to provide for your clients is to go over and beyond with your customer experience. Instead of providing a good experience, how can you absolutely wow them? How can you make them feel like they're completely cared for? How can you eliminate any obstacle that is in their way of purchasing your product?

Step One: Spend some time brainstorming the following questions: What does your client really want? How do you want them to feel while working with you?

Start thinking about how you can bring caring, compassion, absolute value, service, personalization, and love to every moment that your client interacts with you. Brainstorm at least five customer experience ideas for each step of the process – beginning, middle, and end. Go as big as your imagination can take you, as over-the-top as you can possibly get, as kind and considerate as your clients could even imagine.

Maybe it's a handwritten thank you, maybe an onboarding gift, maybe a surprise check-in after you've provided your service. Maybe you figure out how to simplify the process for them and eliminate a pain point in purchasing, shipping, or returns. Maybe you give them a shoutout on your platform, or feature them in an upcoming blog post. The sky is the limit!

## **Beginning:**

Start before you ever even meet your potential customer. What's going on in their brainspace before they purchase? How can you remove fear and doubt? How can you add in personality and compassion? Think about who

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they want to be, and how you can help them get there. Maybe a free consult? Or simplifying a process for them? The goal is to make it as easy as possible for them to decide to purchase your product.

## **Middle:**

This is where it gets really good, where you're directly working with your customer. Whether you provide services or sell products, actually interacting with the client is the easiest way to be sure to provide as much value as possible. What are things that they would deeply appreciate? For instance, instead of my clients having to take notes during our meetings, I take notes for them and provide an email recap. Think about what would be surprising, useful, thoughtful, or delightful for them to receive. An extra service? An unexpected gift?

## **End:**

After you've finished working with a client or a customer has received their product, what are ways to provide an amazing experience at the end of your journey together? For instance, I know when I'm ordering online I prefer to shop at locations with free return shipping. What would make them feel absolutely taken care of, or add extra value to their life? How can I make them feel like they made the right decision by working with me? A surprise check-in a month later? Or maybe adding them to a directory of preferred users on your website. A feature on your Instagram, or a discount code for their next purchase? How can you abso-freaking-lutely wow them?

After you've created your list of possible ways to uplevel your customer experience, pick one from each category and get going! You never know what that little extra effort may do for your business reputation.

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## HOW TO SELL YOURSELF LIKE A PRO

There is only one truly key item you need in order to run a successful business: the ability to get your product in front of your customers and sell it to them. But selling yourself, your products, or your services doesn't always come naturally. So how do we train our brains to know how to do this without sounding awkward, without feeling pushy, and without turning the customer off? Follow these easy steps to find out!

### Step One: Mindset

It's one thing to know why our products are the right fit for a client, or how they will benefit from them, but it's entirely another to help them see the value. The first step is to make sure that you're selling a product that you truly believe in. Don't let fear get in your way! If you're worried about going into a consult session or sales call with a client, refresh your mind with all the great things about the product you're going to sell, and get yourself hyped up about it. Your energy will show through in everything you say, and you'll get your client excited about it as well.

### Step Two: Lay the Foundation

When selling, you want your customer to understand why your product will make their life easier/happier/more beautiful/etc. So the best way to get them to believe you is to make them feel like you understand where they're coming from. Get clear on what their current situation is and what their future goals are. Once they've shared this information with you, clarify it out loud back to them. For example, if you're trying to sell them a new vacuum, you'll want to understand and verbally express the difficulties they're understanding right now: "So you're saying you're tired of sweeping the floor daily to get it cleaned, and your current vacuum is broken, correct?"

# HOW TO PROVIDE THE BEST-EVER CUSTOMER EXPERIENCE

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This will show the customer that you understand them, you want to help them, and you care about them enough to have fully listened to their explanation.

## Step Three: Show How You Can Help

After you're able to understand exactly what their situation is and why they need your help, it's time to connect their obstacles to your solutions. Explain to them exactly how your product will fill the need that they have. "I totally understand how frustrating it is have to sweep an entire home, and it sounds like you need a way to clean the floor that doesn't take up a lot of your time. Have you tried the Roomba? It doesn't need you to be there to run it, and you can even schedule it so it runs on its own!" Explaining exactly how you, your product, or your service helps their specific situation will make your sale feel personal, authentic, and appealing.

## Step Four: Finish the Deal

At this point, your customer already knows that your product will definitely help them. The only thing that will stop them from purchasing at this point is fear: Fear of spending time/money on themselves, fear that there's a better option out there, fear that their life will change too drastically (and uncomfortably) if they choose to work with you. This is when you need to step up and be their guide through the purchasing process.

For my business, during this phase of the sale clients are either already on board and we're scheduling our first meeting, or they tell me they'll have to let me know. If it's the latter, I ask this simple question: "If you choose not to work together, what will be the primary reason?"

This offers me two big advantages: If they're still unsure my service will fulfill their need, we can take about that further and I can either show how it would or would not be the best decision for them. And if they're letting

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fear get in the way, I'm forcing them to admit it out loud. And once someone admits it out loud, they realize they need my services more than they did in the first place. Helping them face their fears and make the best decision for their life is the final step in transforming a potential client into a dedicated one.

The final thing to remember when selling your product is to remain as honest and genuine as possible. If they have only carpet and you're trying to sell a broom, it's not a great match, and you shouldn't force it on them. You want to make sure that your customer is the right match for you, too! Don't lie, push, or trick anyone into buying what you're selling, because it will only reflect poorly on your business as a whole.