NATIONAL ASSOCIATION of REALTORS®

REALTOR®

LITTLE THINGS CAN MAKE THE BIGGEST DIFFERENCE

IN CREATING CUSTOMER WOW AND NAVIGATING ACROSS THE GENERATIONS

PURPLE GOLDFISH THINK TANK

Contributor

Stan Phelps

I write about the future of CX, Tech, and Employee Engagement FULL BIO

I'm an author, keynote speaker, and workshop facilitator focusing on customer expe ement, technology, and purpose at PurpleGoldfish.com. I have a JD/MBA with over 25 years of agency and brand expe a business paradigm: Focusing on the customer and their experience, instead of the chasing the prospect. I also believe sed customers without happy engaged employees. Culture is an ongoing commitment, not a campaign. My six books abo employee engagement are called Purple Goldfish, Green Goldfish, Golden Goldfish, Blue Goldfish, Purple Goldfish Se dfish. They all focus on the little ways to drive differentiation, increase loyalty and promote positive word of mouth. I am base rolina. You can email me at stan@purplegoldfish.com or call me at +1.919.360.4702.

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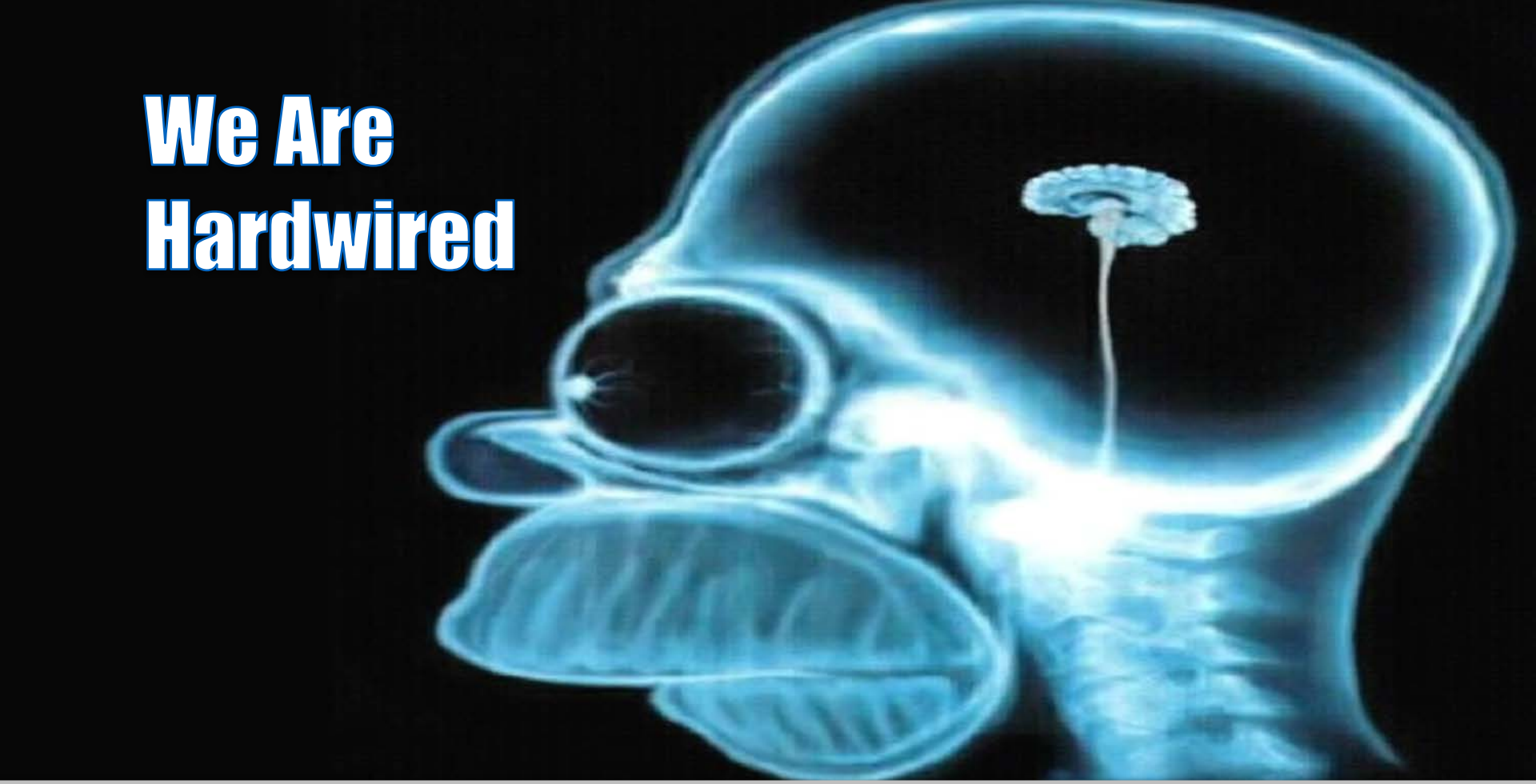
HGTV
house hunters

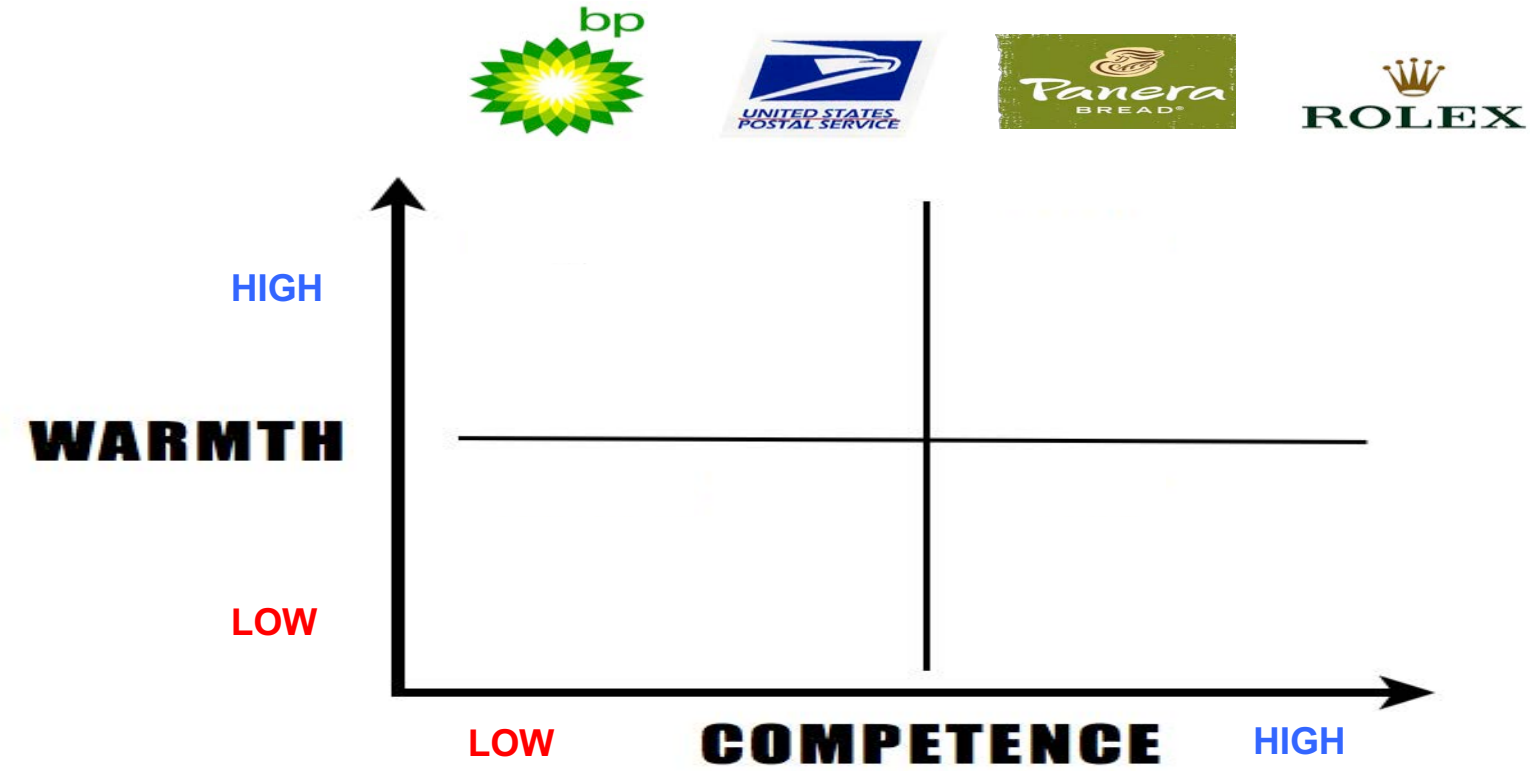
Panera
BREAD®

Panera
Panera
BREAD
Panera

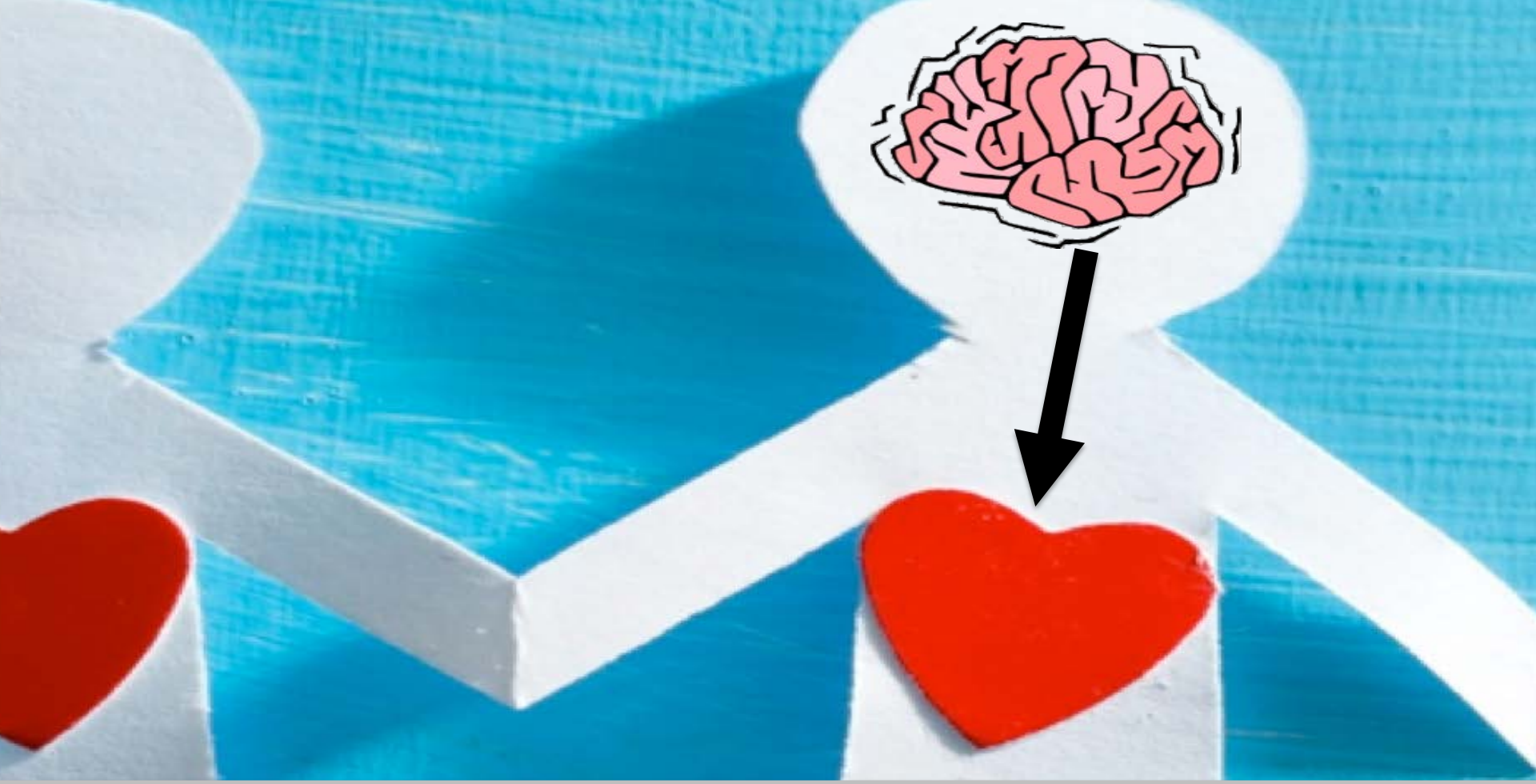
arch for people, places and things
Stan
Gail Cook ▸ Panera Bread
August 8, 2012
My grandmother is passing soon with cancer. I visited
and she was telling me about how she really w
hospital soup because she said it tasted "aw
she really would like some clam chowder
Panera only sells clam chowder on Frid
told th
I wasn't looking
sitation she
went to
ant to thank Sue and the rest of the staff
or making my grandmother happy. Thank
nment
nd 810,801 oth

We Are Hardwired





Credit: The Human Brand



2 3 4 5 6 7 8 9

NC 9
First in Flight
09-17
9MKTG
9" MKTG
NORTH CAROLINA

CAN LITTLE THINGS MAKE THE BIGGEST DIFFERENCE?

FRESHLY
GRILLED
TASTE
IS
KING™

Gift

or

Greeting

Results

1. **Control Group** (no greeting and no gift) $7.11

2. **Greeting Group** (yes greeting but not a gift) $8.39

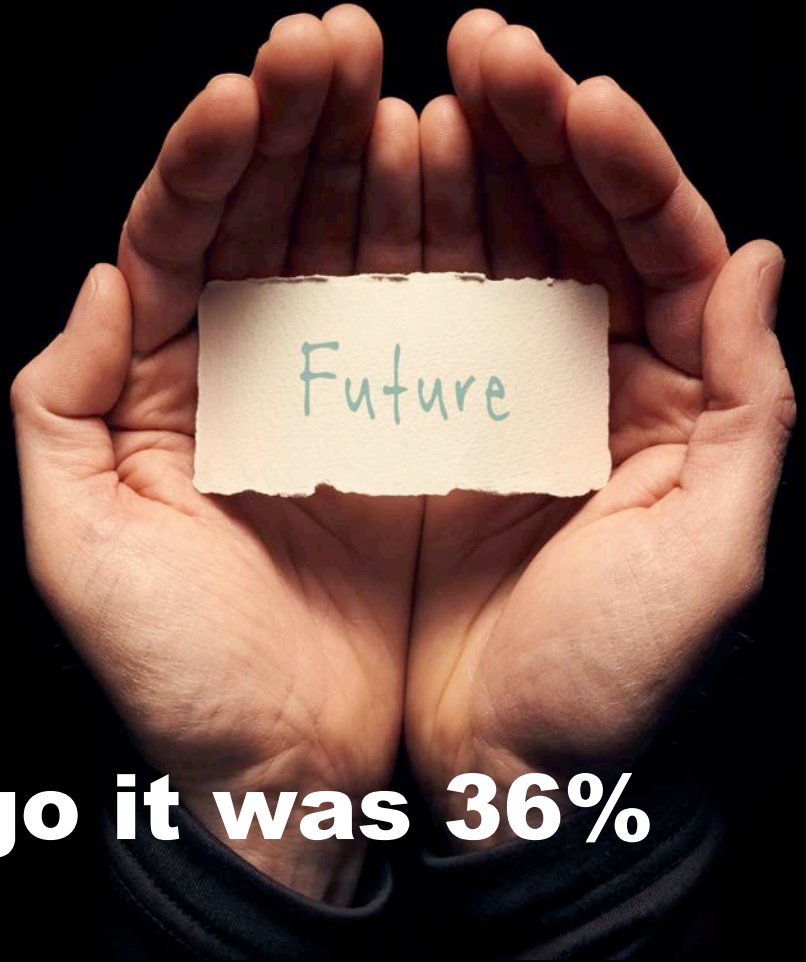
3. **Gifting Group** (yes gift but not a greeting) $9.39

4. **The Greeting and Gifting Group** $10.41

46%

Gartner

89% of companies expect to compete mostly on the basis of CX



... seven years ago it was 36%

impressions

There's an in everyone
BecomeAnMM.com

Moment of Truth

Zappos.com
POWERED BY SERVICE

THE PURPLE GOLDFISH PROJECT

Why a Goldfish?

KIMPTON

Guppy Love

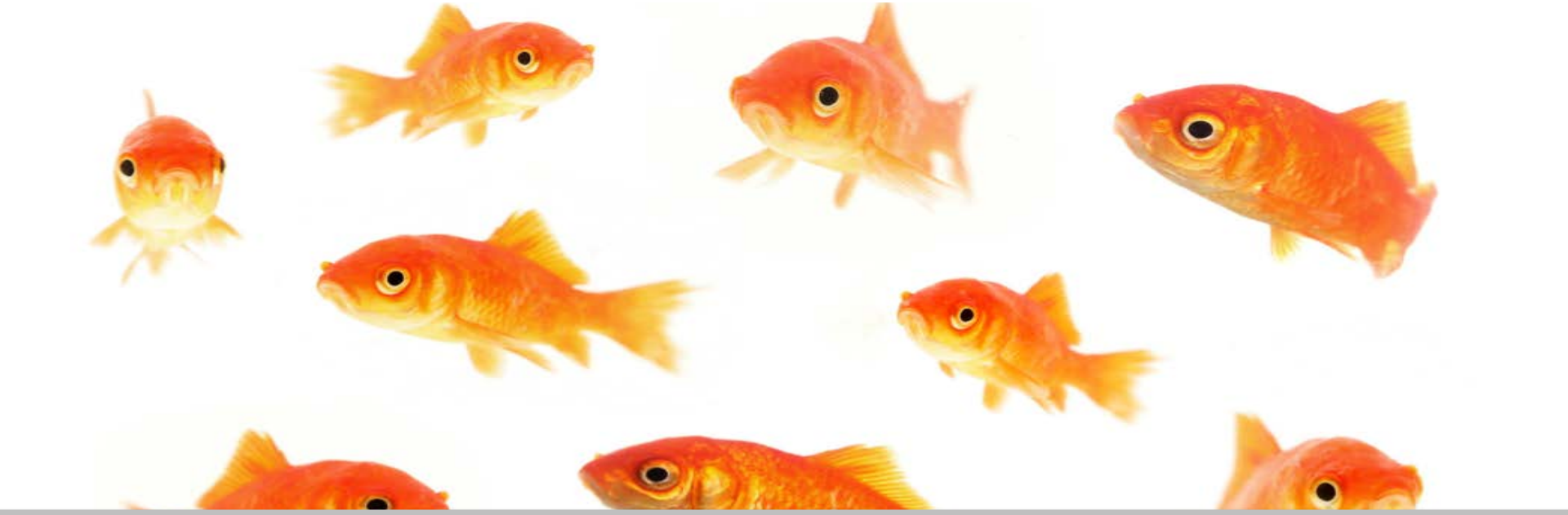
Average Goldfish
=
3 inches

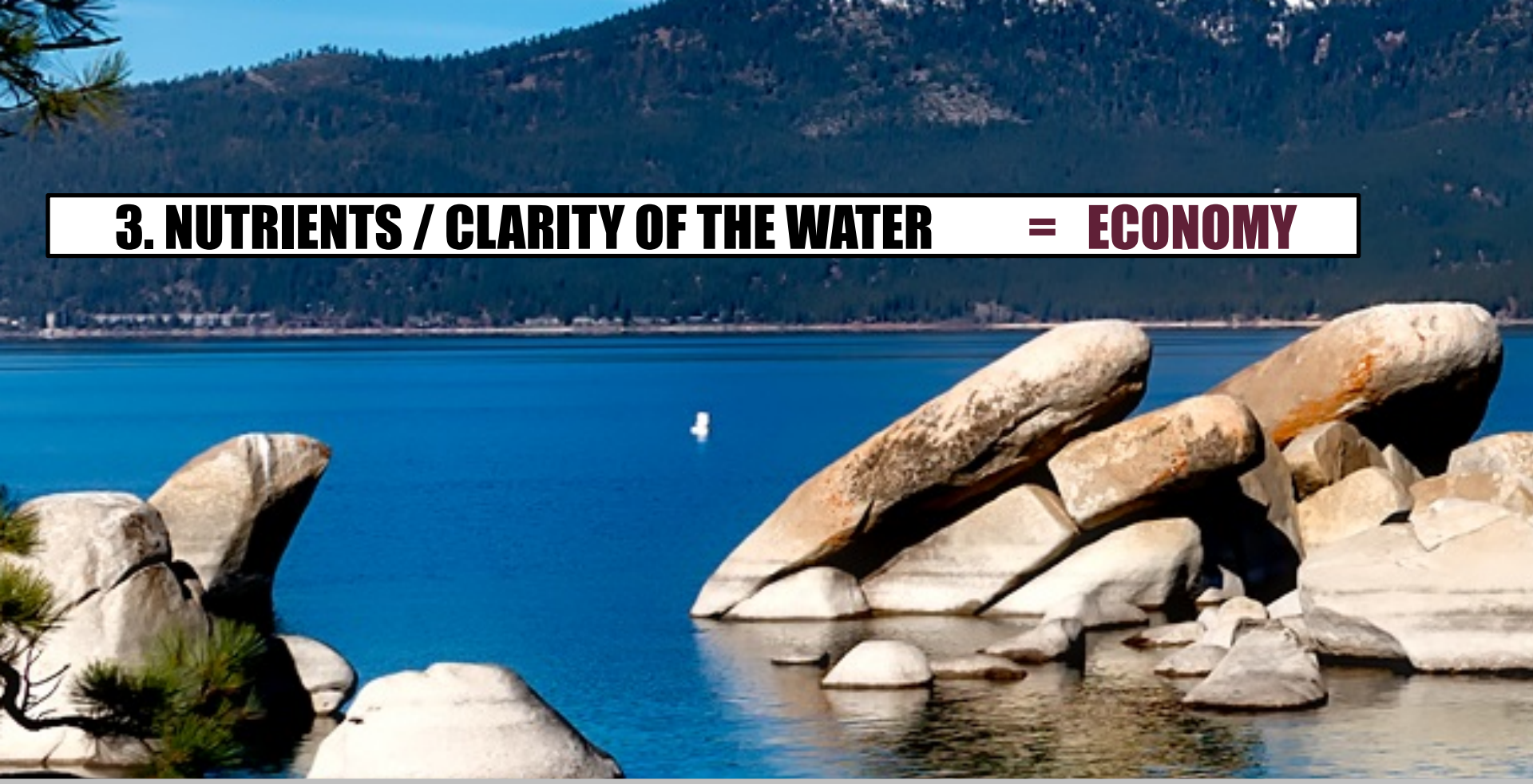
Nearly 20 inches

Their Growth is Affected by 5 Factors:

1. SIZE OF THE BOWL = MARKET

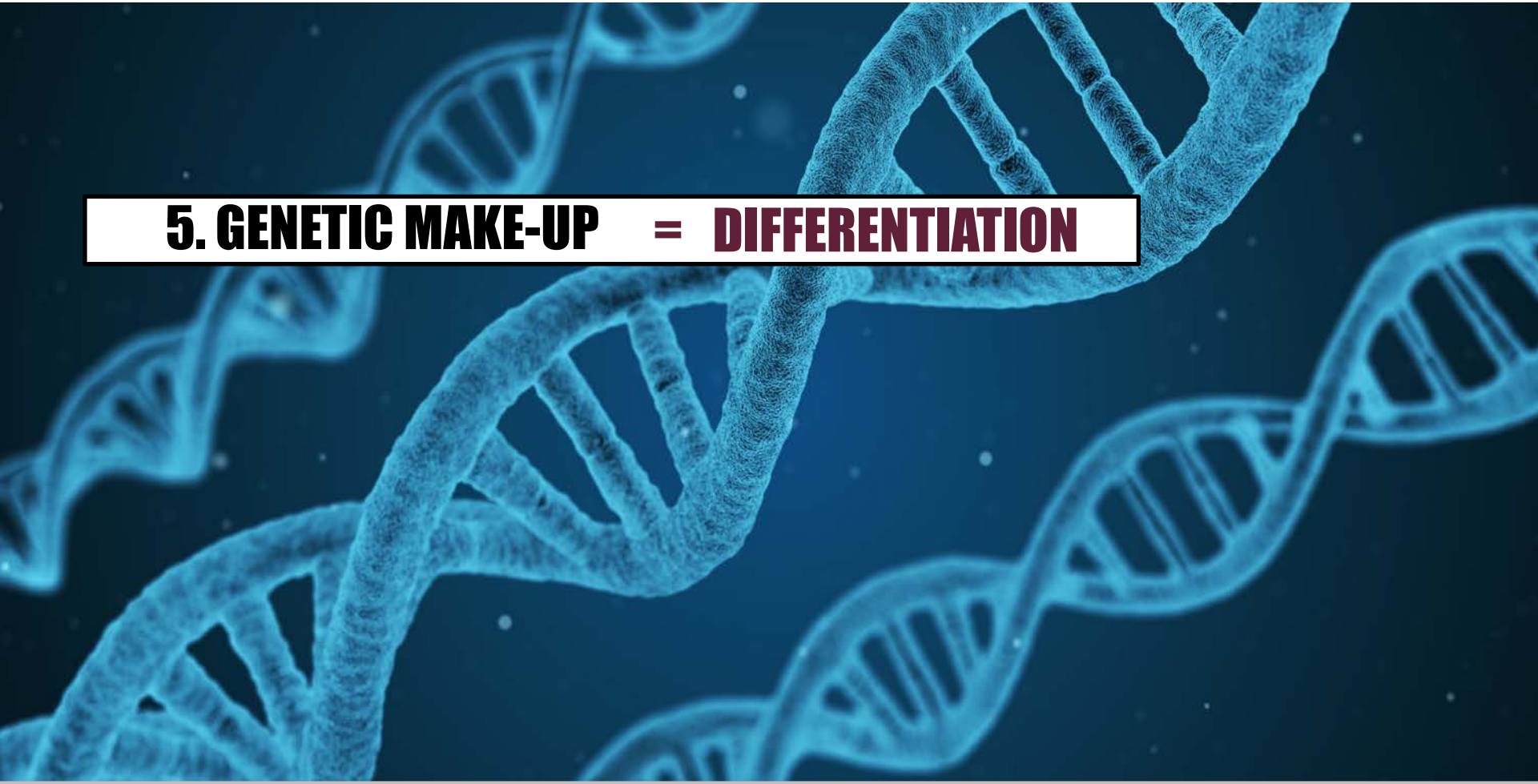
2. NUMBER OF OTHER GOLDFISH = COMPETITION





3. NUTRIENTS / CLARITY OF THE WATER = ECONOMY

4. FIRST 120 DAYS OF LIFE = START-UP OR NEW PRODUCT


5. GENETIC MAKE-UP = DIFFERENTIATION

QUESTION

1. MARKET
2. COMPETITION
3. ECONOMY
4. START-UP
5. DIFFERENTIATION

1. MARKET
2. COMPETITION
3. ECONOMY
4. START-UP
5. DIFFERENTIATION

Why Purple?

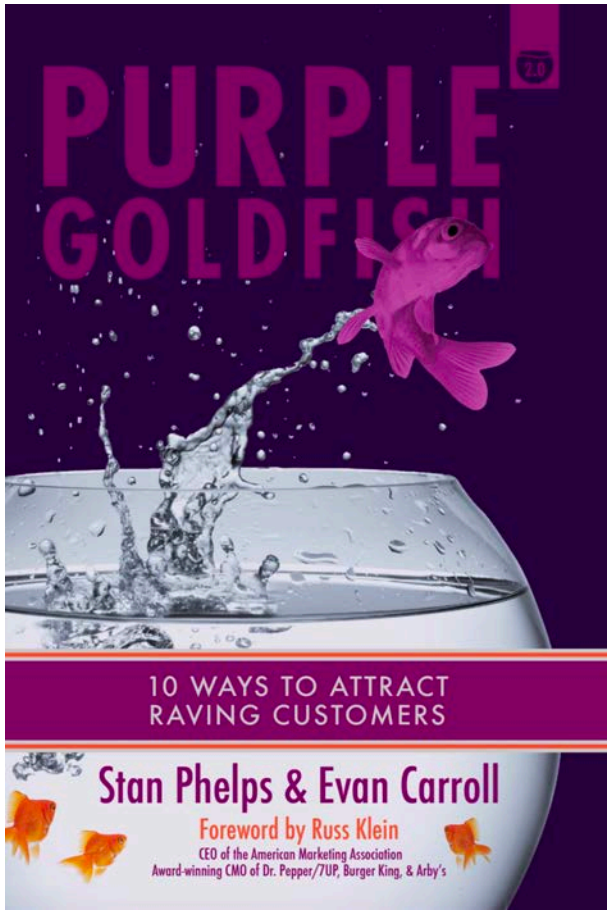
DANCE
LIKE
SPEARS

Lagniappe

Meaning - The additional gift
<u>or</u> to give more

THE PURPLE GOLDFISH PROJECT

27 MONTHS
#782
#22
1,033
#672
#903
#353
#715
TRUE BLUE
JETBLUE TAKES CARE OF CUSTOMERS WITH CANCELLED FLIGHTS
#586
THE QUEEN VICTORIA
N VICTORIA B+B DOES THE LITTLE EXTRAS
marketinglagniappe.com
#728
EQUUS
HYUNDAI
IPAD FOR A DRIVERS MANUAL
marketinglagniappe.com
FOUR SEASONS POURS A LITTLE SOMETHING EXTRA
marketinglagniappe.com
COFFEE DELIVERS A CAFFEINATED JOLT OF SURPRISE
A LITTLE SOMETHING EXTRA ISN'T EXTRA AT DRURY
#767
Chipotle
#765
Amica
AUTO HOME LIFE
KEAGAN
CUSTOMER SERVICE
#785
Crystal Peak Lodge
PRIVATE MOVIE THEATERS ARE JUST THE TICKET
#307
Step into the world of Heineken...
EXPERIENCE
ARE YOU EXPERIENCED?
#718
PENZEY'S SPICES UP YOUR ORDER



VALUE

1. Throw-ins
2. Sampling
3. Guarantees
4. Pay it Forward
5. First/Last Impressions

MAINTENANCE

1. Added Service
2. Convenience
3. Waiting
4. Handling Mistakes
5. Follow-up

knowledge
value
noun

Types of Maintenance

1. Added Service
2. Convenience
3. Waiting
4. Follow-Up

CASE STUDY:
Added Service

Safelite
AutoGlass
800-800-2727
safelite.com
Safelite
AutoGlass

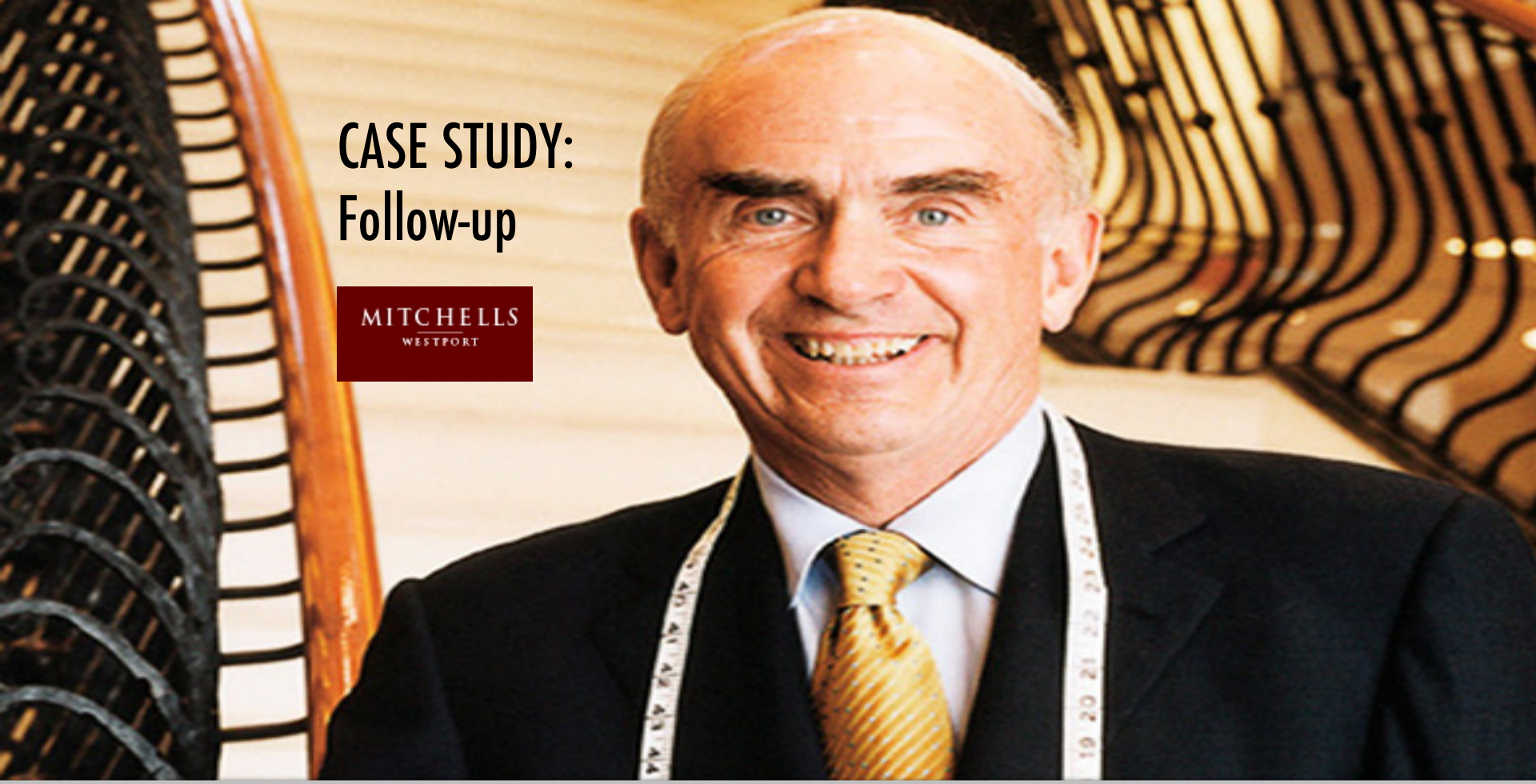
TD
Bank
銀行
CASE STUDY: Convenience

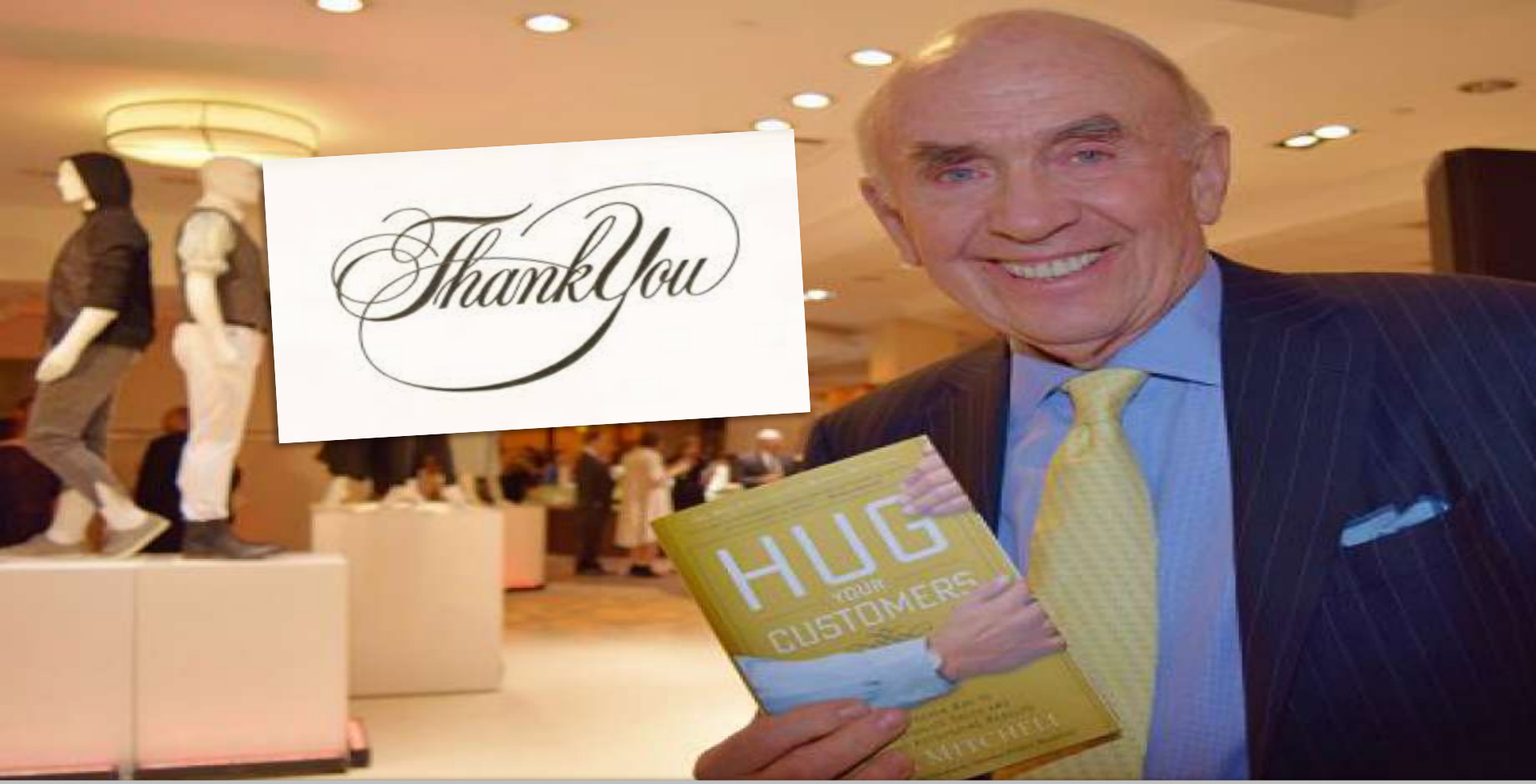
TD
Bank
Open 7 Days

CASE STUDY: Waiting

Done
4:43 PM
-0:45

CASE STUDY: Follow-up




Thank You
HUG
YOUR
CUSTOMERS

Good luck in your

new home

Exercise

1. How are you currently making it easier for customers?

(added service, convenience, waiting, follow up/thanks)

REALTOR
NC
REALTORS
Q
&
C

FACT: WITH THE INTRODUCTION OF GEN Z, TODAY'S LEADERS NOW NEED TO NAVIGATE FIVE GENERATIONS

ONE LEADERSHIP APPROACH
DOES NOT FIT ALL...

AGES (APPROXIMATE)…

- Matures > 73 years old
- Baby Boomer 55 to 72 years old
- Gen X 40 to 54 years old
- Millennial 23 to 39 years old
- Gen Z < 23 years old

Generational Leadership Matrix

LEADERS

EMPLOYEES

	MATURES BORN PRIOR TO 1946	BOOMERS BORN 1946 - 1964	GENERATION X BORN 1965 - 1979	MILLENNIALS BORN 1980 - 1996	GENERATION Z BORN 1997 AND AFTER
MATURES	**RECRUIT:** Schedule flexibility **TRAIN:** Classroom **MANAGE:** Enlist them to train others **INSPIRE:** Share experiences	**RECRUIT:** Company integrity **TRAIN:** Facts & figures **MANAGE:** Explain how projects help others **INSPIRE:** Emphasize team	**RECRUIT:** Show organizational commitment to being #1 **TRAIN:** Summarize **MANAGE:** Be decisive **INSPIRE:** Explain how you'll win	**RECRUIT:** Value their experience **TRAIN:** Patience **MANAGE:** Spell out what's expected **INSPIRE:** Ask for their input	**RECRUIT:** Alleviate fear of tech **TRAIN:** Explain every step **MANAGE:** Don't count on evenings **INSPIRE:** Show you're working hard too
BOOMERS	**RECRUIT:** Status they'll have in the organization **TRAIN:** Full of information **MANAGE:** Provide face time to senior leaders **INSPIRE:** Share keys to climbing ladder	**RECRUIT:** Team-oriented business **TRAIN:** Workshops **MANAGE:** Highlight team successes **INSPIRE:** Show how work helps community	**RECRUIT:** Opportunity to shine **TRAIN:** At-your-own-pace **MANAGE:** Allow autonomy **INSPIRE:** Provide details of your plan	**RECRUIT:** Respect past achievements **TRAIN:** Interactive team building **MANAGE:** Share all the credit **INSPIRE:** Help them learn	**RECRUIT:** Show they'll be leading edge **TRAIN:** Focus on soft skills **MANAGE:** Ask them to stay late for big projects **INSPIRE:** Ask for their perspective
GEN X	**RECRUIT:** Share that ideas will be respected **TRAIN:** Summarize, then detail **MANAGE:** Understand the challenges **INSPIRE:** Provide autonomy	**RECRUIT:** Promotion opportunities **TRAIN:** Interactive **MANAGE:** Don't micromanage **INSPIRE:** Earn time off	**RECRUIT:** Show how organization is different from others **TRAIN:** Computer-based **MANAGE:** Do your share of the work **INSPIRE:** Work/life balance	**RECRUIT:** Opportunity to do different things **TRAIN:** Role play **MANAGE:** Try to make work easier **INSPIRE:** Fun at work	**RECRUIT:** Highlight lack of bureaucracy **TRAIN:** Self-directed **MANAGE:** Specific goals **INSPIRE:** Give them credit
MILLENNIALS	**RECRUIT:** Opportunity for mentoring **TRAIN:** Let them practice **MANAGE:** Assign small projects first **INSPIRE:** Offer path to promotion	**RECRUIT:** Appeal to their parents **TRAIN:** After-training mentors **MANAGE:** Be open to new ideas **INSPIRE:** Get to know them	**RECRUIT:** Flexible scheduling **TRAIN:** Online **MANAGE:** Check in often **INSPIRE:** Explain importance of work	**RECRUIT:** What you like about the organization **TRAIN:** Multi-tasking interaction **MANAGE:** Celebrate small successes **INSPIRE:** Positive feedback	**RECRUIT:** Highlight your tech **TRAIN:** Connect them with their peers **MANAGE:** Face-to-face feedback **INSPIRE:** Schedule flexibility
GEN Z	**RECRUIT:** Highlight your culture **TRAIN:** Bi-directional mentoring **MANAGE:** Allow worktime flexibility **INSPIRE:** Listen to their tech ideas	**RECRUIT:** Speak to brand purpose **TRAIN:** Mentor, without all the detail **MANAGE:** Let them work start to finish **INSPIRE:** Continuous learning	**RECRUIT:** Use tech to communicate **TRAIN:** Mentor, don't tell **MANAGE:** Guide in small steps **INSPIRE:** Customize feedback	**RECRUIT:** Wide use of tech **TRAIN:** Collaboratively and with technology **MANAGE:** Enable work/life integration **INSPIRE:** Explain "why"	**RECRUIT:** Promote diversity **TRAIN:** Gamification **MANAGE:** Leverage tech to simplify **INSPIRE:** Tie work to greater purpose

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LEADERS

BOOMERS

EMPLOYEES

MILLENNIALS

RECRUIT: Appeal to their parents

TRAIN: After-training mentors

MANAGE: Be open to new ideas

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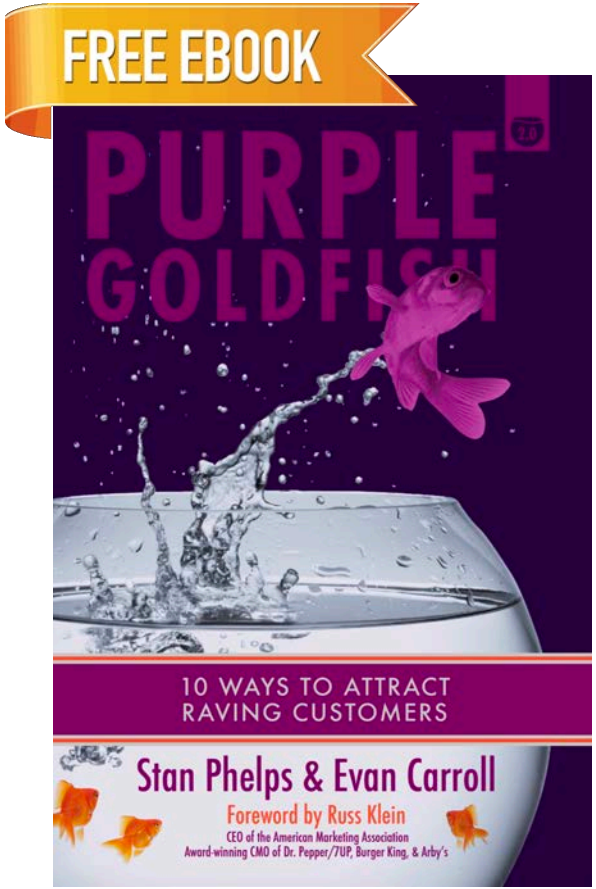

Thank You

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REALTOR®

FREE TODAY

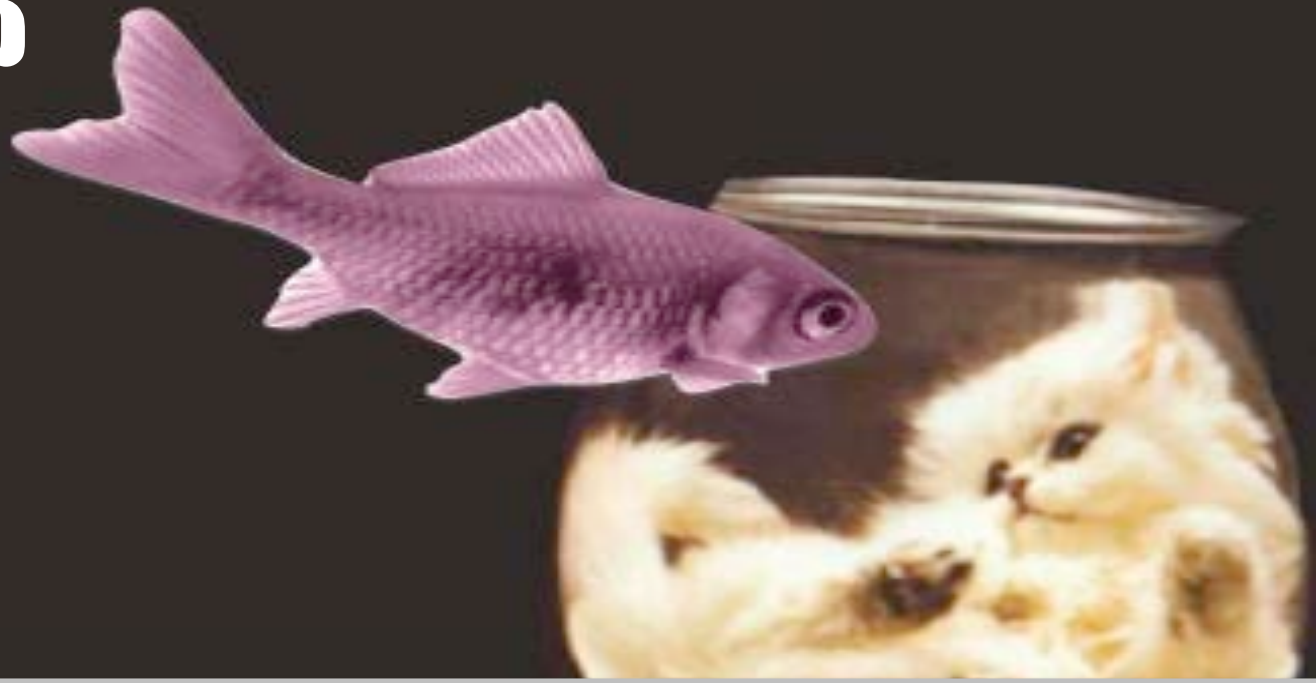
amazon

STAN PHELPS SPEAKS

Festival of Fantasy

ALWAYS EXCEED
EXPECTATIONS

READY TO THINK OUTSIDE THE BOWL?



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StanPhelpsSpeaks.com