



# Chris Alexander

## The "WOW" Factor! Is Your Declaration of Integrity

### Partial Client List:

18/8

American Fuji Seal Corp.  
Amylin Pharmaceuticals  
Anaheim Police Department  
Anaheim Fire Department  
Anglo American Corp.  
Aurora Biosciences  
Barratt American, Inc.  
Bath & Body Works  
Borden Foods International Division  
Borland Software Corporation  
Bristol Myers-Squibb  
Carlton International  
Chapman University  
D.R. Horton - Schuller Div.  
Domino's Pizza  
Fantastic Sams  
Glaxo Pharmaceuticals  
HomeAid America  
Interior Specialists, Inc.  
Johnson & Johnson  
Lennar Corporation  
Mercedes Benz  
Meritage Homes  
Nike International  
Redken International  
Roussell Pharmaceuticals  
SupHerb Farms  
Sun International Hotels  
Texaco  
The Limited  
White Sands of La Jolla

## The "WOW" Factor!

How to Bring The "WOW!" Factor into  
Your Business and Earn Customer Loyalty for Life

### Presentation Overview:

The "WOW" Factor! is all about making the customer experience outrageously extraordinary - and it's the beauty and art of business. It's designed to deliver an audience experience that communicates clearly that to be "WOWed" is magical.

It is full of great examples, anecdotes, and participation that will deliver rave reviews.

This presentation includes three powerful principles of business success:

1. The "WOW" Factor! will build customer loyalty for life;
2. People buy from people they like and trust; and
3. By synergizing with customers you will increase revenues and reduce costs.

### Presentation Messages:

We all have brands, products and people we love to do business with. When we experience the magic of The "WOW" Factor!, we want to repeat it over and over. It's flattering, it's attractive and we want more of it.

In the business arena individuals and executives, who embrace service as a value, build long-term loyal customers who become advocates, and raving fans. This results in brand development, increased referrals, sales and profitability.

### Audience Take Aways:

The audience will learn how to:

- \* Give and receive "WOW" experiences;
- \* Making the buying experience magical;
- \* Earn respect and appreciation;
- \* How to deliver World-Class customer experiences!!
- \* Build love and loyalty for your brand
- \* Exceed customer expectations
- \* Build your charisma;

### Perfect For:

- ✓ Conferences;
- ✓ Sales meetings;
- ✓ Product launches, etc.
- ✓ Conventions;
- ✓ Motivational Events;

### Audience:

All employees, sales teams, sports franchises, leadership and management teams, all individuals and groups that aspire to excel.

### Media:

Conference audio-visual equipment requirements to be discussed.

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