



**"You can dream, create, design and build the most wonderful place in the world, but it requires people to make the dream a reality."**

Walt Disney

**Recommended Audio:**  
This is a great audio book to provide you with the insight on how to go from good to great!

**Good to Great CD: Why Some Companies Make the Leap ...and Other's Don't**



Available at:  
[www.chapters.indigo.ca](http://www.chapters.indigo.ca) - \$26.75 cdn.  
or [www.amazon.com](http://www.amazon.com) - \$25.17

## Are you delivering phenomenal customer experiences?

With today's savvy customer, great customer service isn't enough. You have to create an experience so compelling that the customer keeps coming back...and spreads the word.

Our family recently traveled to Walt Disney World. An incredible experience began the moment we landed. Cast members (Disney's title for employees) took our luggage and escorted us with a smile onto Mickey's Magical Express Service bus. Onboard, we were entertained with a great video about all the Disney attractions – perfectly timed in length from the airport to the Disney resort.

From the bus drivers, to the cashiers serving ice cream, to the manager of our resort - every one of the cast members we met greeted us warmly and offered superb service. They were genuine, patient and enjoyed people. Even when a guest (Disney's title for customer) was upset, they calmly took control. They truly cared about the guest experience.

Returning inspired, I've been raising the bar on how we can create outstanding experiences for our clients and audience participants. Our 2006 theme is:

*"PASSION -- We are committed to be the best. With the full power of all we are, we will go where there is no path and blaze a trail. Our positive attitude will be a powerful, unstoppable force."*

**What are you doing to deliver phenomenal customer experiences?**

*the* PHONE *factor*™

A great sales tool

[www.teneoreresults.com/wesell.shtml](http://www.teneoreresults.com/wesell.shtml)



*"I've attended several sales training sessions, but Lisa is by far the best in presentation and knowledge. Her enthusiasm about sales is infectious. It was an amazing presentation experience!"*

Paul Fennell – Adware  
Ottawa 613 Promotional  
Association