

NARPM® 2019 Tune into your IPOD: How to deliver a remarkable client experience

Jo-Anne Oliveri

DESIGNING A REMARKABLE CLIENT EXPERIENCE

Connecting to your IRRESISTIBLE

List three way you are relatable to your clients:

- 1) _____
- 2) _____
- 3) _____

List three methods used to quantify your reliability to clients:

- 1) _____
- 2) _____
- 3) _____

Defining your IRRESISTIBLE

Describe how and why your clients/team would find your brand and service to be too:

Attractive: _____

Tempting: _____

Alluring: _____

Desirable: _____

What are your brand and services:

Appeal: _____

Charisma: _____

Relatability: _____

Compelling: _____

How would you describe your brand and service's uniqueness? How do you stand out by being matchless, exclusive, unrivalled and phenomenal?

Create the code that becomes your brand's DNA! Define your:

Policies and Processes: _____

Protocol: _____

Promises: _____

Professional Standards: _____

Now it's time to tune into your IPOD! How will clients find your IPOD channel through brand and service:

Connectedness: _____

Culture: _____

Authenticity: _____

Promises: _____

How will you infuse your team with your brand's DNA, so they represent your IPOD?

Training: _____

Recognition: _____

Career Pathways: _____

About the speaker

Jo-Anne Oliveri: Founder and Managing Director, ireviloution

Jo-Anne Oliveri, CIPS, TRC, is an international real estate identity who has trained over 500 businesses and thousands of business owners and property managers worldwide.

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