



Take 10 Author Series: How to Engage and Enchant your Customers

A MarketingProfs *Take 10* webcast, presented by Guy Kawasaki

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Attitudes and actions that lend enchantment:

<input type="checkbox"/>	Have a great handshake! The key to an authentic, likable handshake is: a sincere “ Duchenne ” smile; maintained eye contact; a moderately smooth and dry hand; a medium level of vigor; a firm grip; and an appropriate verbal greeting.
<input type="checkbox"/>	Be a baker, not an eater. A baker sees the world as an opportunity: “I can bake more pies! I can bake bigger pies!”
<input type="checkbox"/>	Default to “Yes.” Think about what you can do for people. Make “Yes” your default response.
<input type="checkbox"/>	Create products that are DICEE (Deep, Intelligent, Complete, Empowering, Elegance). Deep: Packed with features. Intelligent: Provide a clever, thoughtful solution to a well-defined problem. Complete: Offer a total solution, or, better yet, create an entire ecosystem. Empowering: Make users feel more powerful and creative. Elegant: Show that you care about the user interface and the user’s interaction with the product.
<input type="checkbox"/>	Fast, flat, and frequent engagement with social media. Respond within 24 hours to anyone who contacts you—there’s no room for hierarchy in social media. Use social media frequently, making it the core of your communications. Be sure to consistently provide information, analysis, and/or assistance.