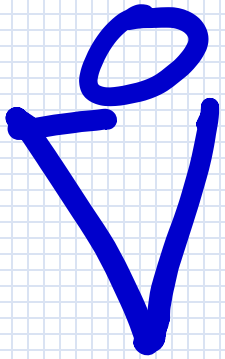
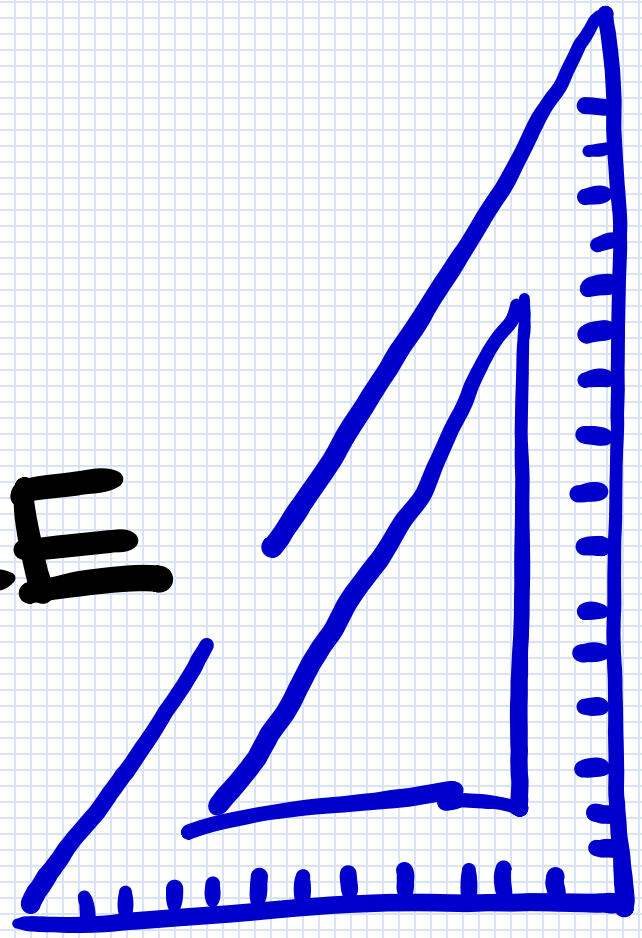
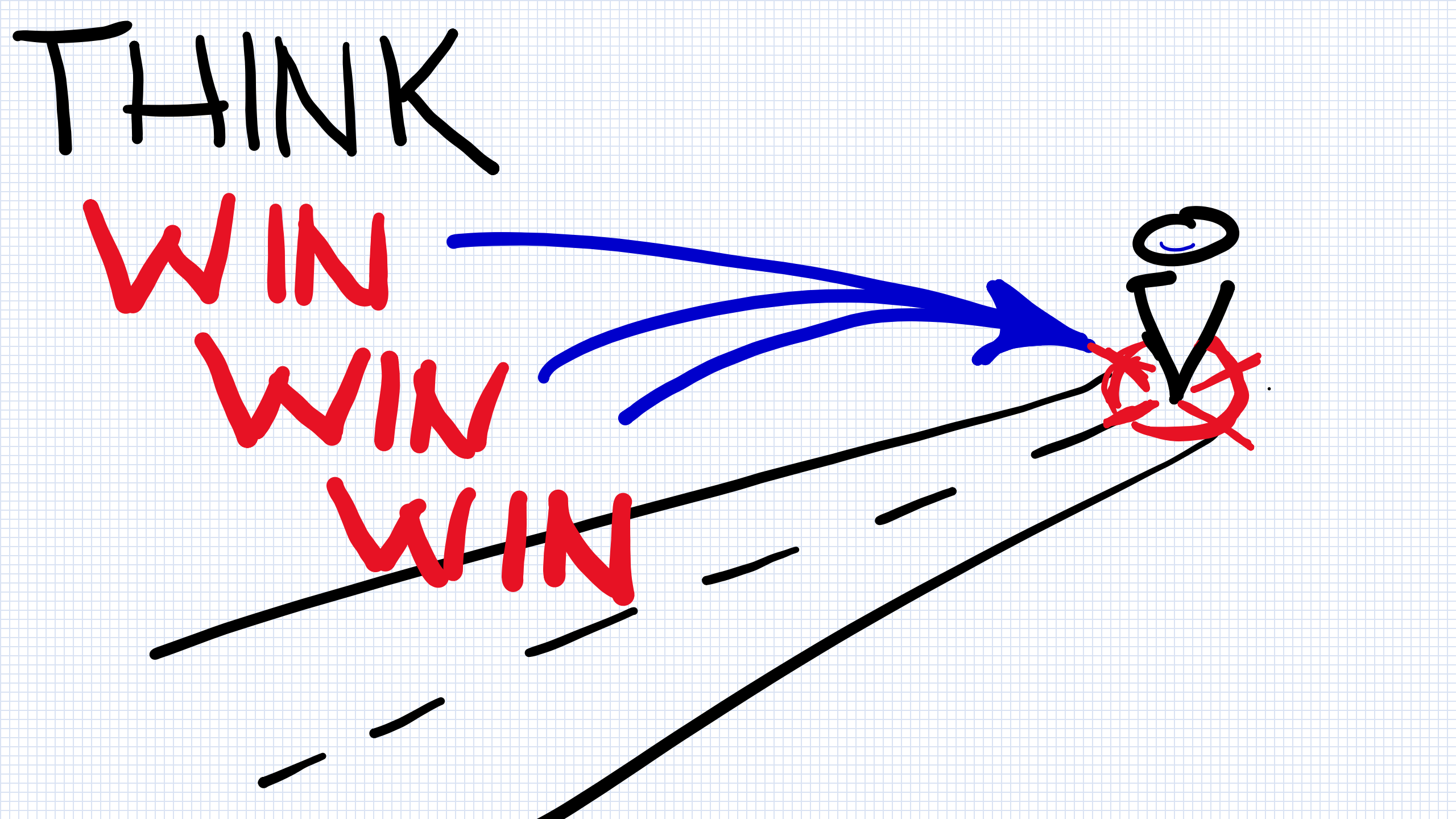
Design Your Project Experience



By Client Savvy

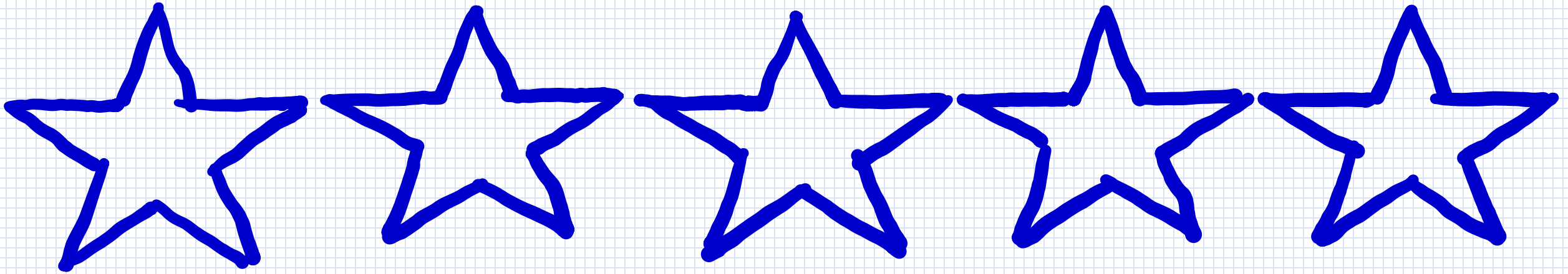


WHY DO CLIENTS CHOOSE YOU?


THINK
WIN
WIN
WIN

Best Project Ever

Every Time!



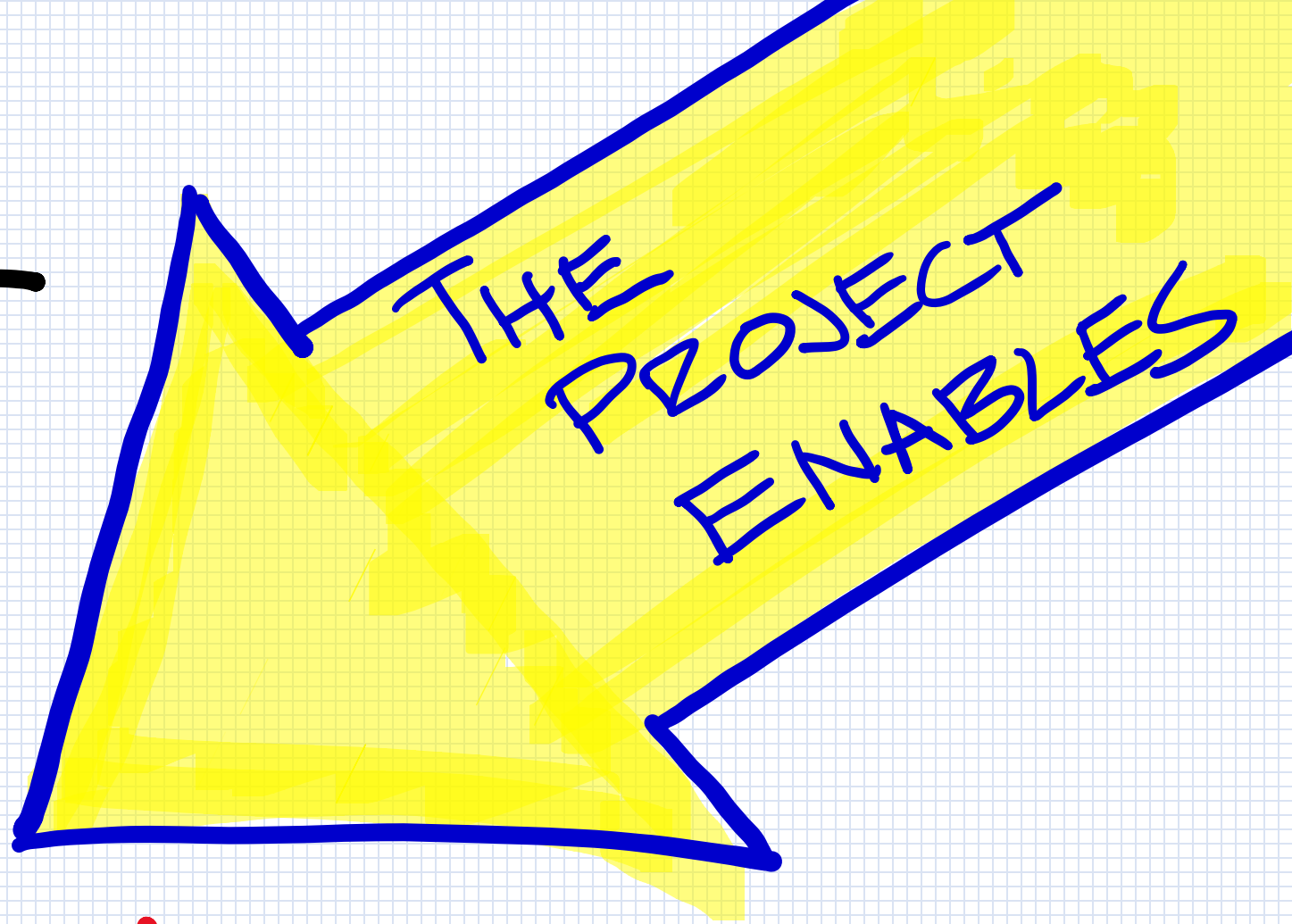
Desired Future State

You, Firm, Client

FOCUS

GOALS

MISSION



MAKE MY LIFE:

EASIER

SAFER

BETTER

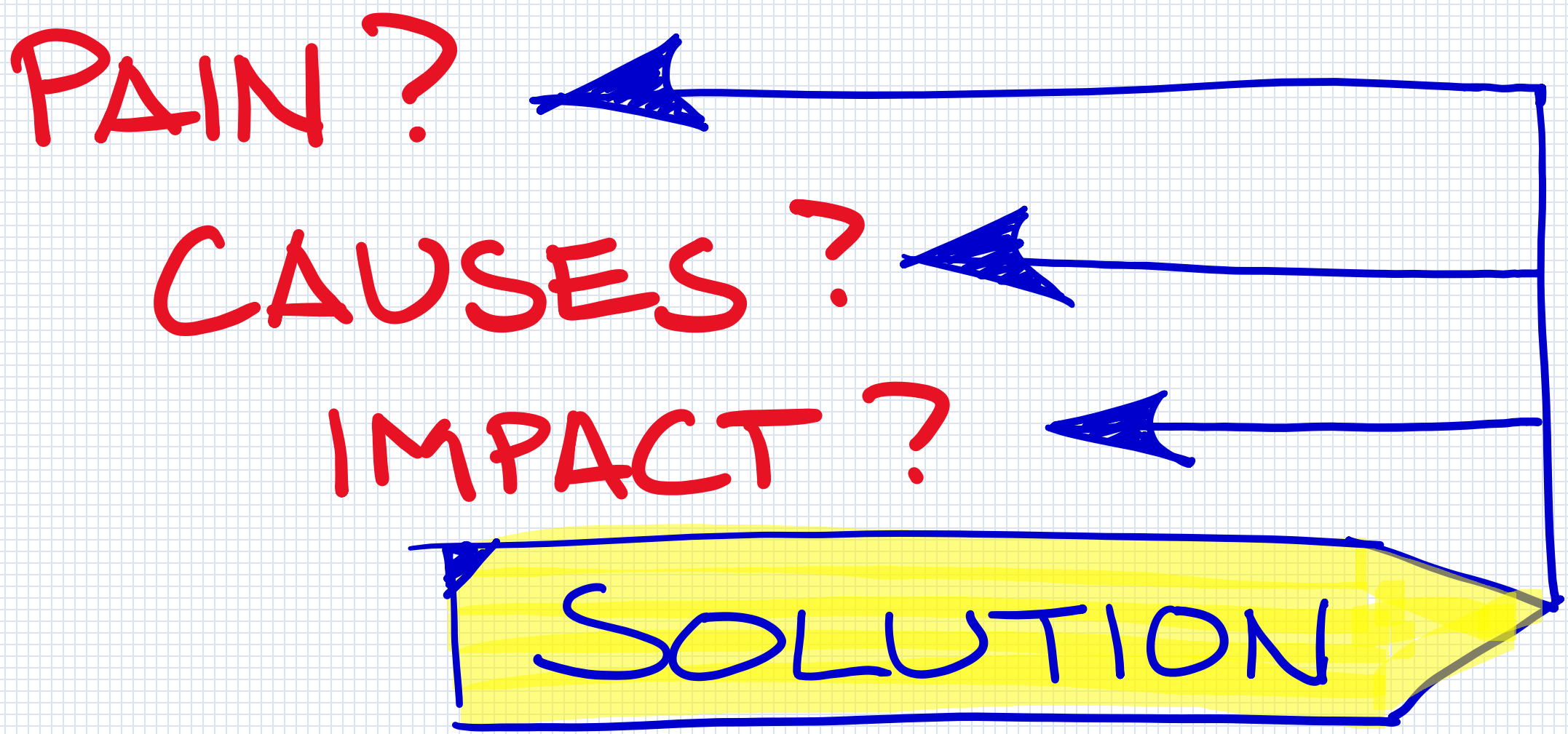
BEGIN

SET + MEASURE

EXPECTATIONS

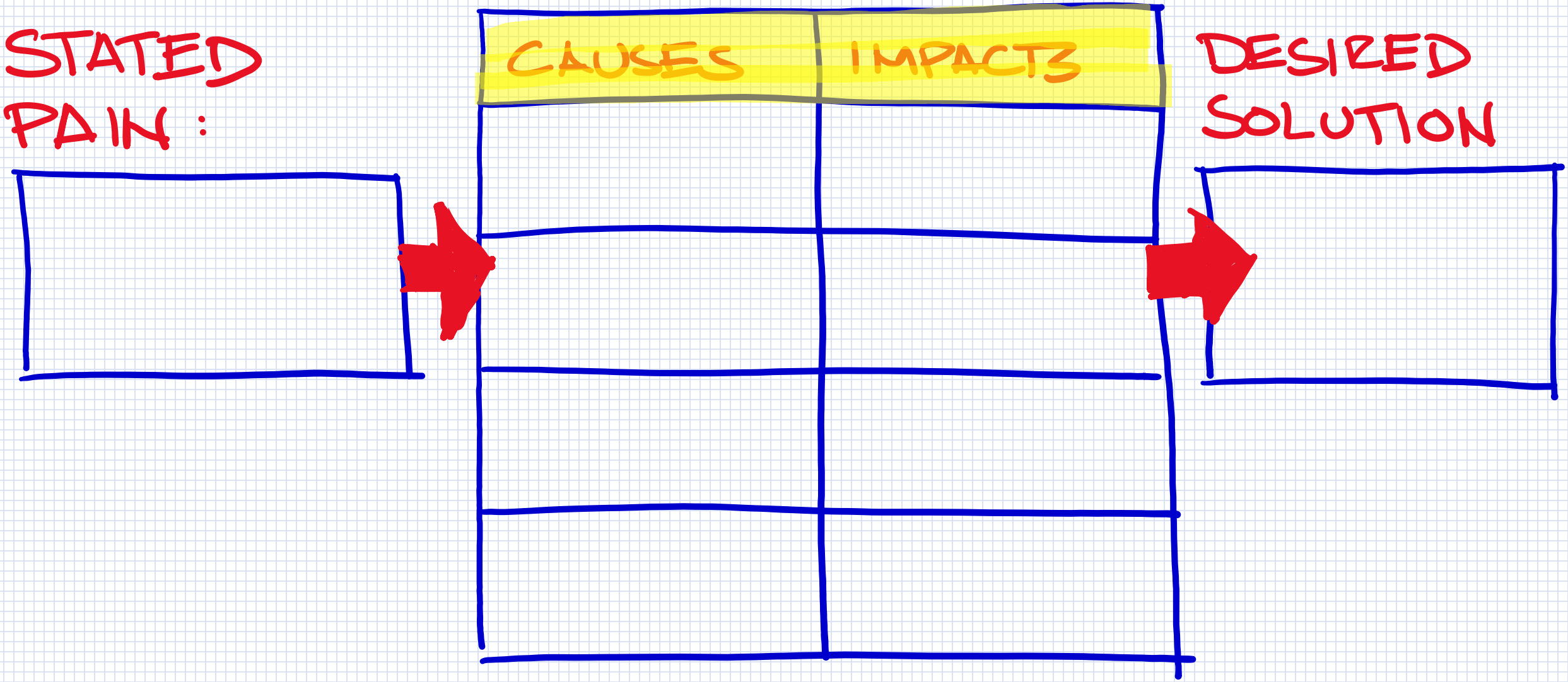
(EASY, SAFE, BETTER)

DEFINE SUCCESS



DEFINE SUCCESS

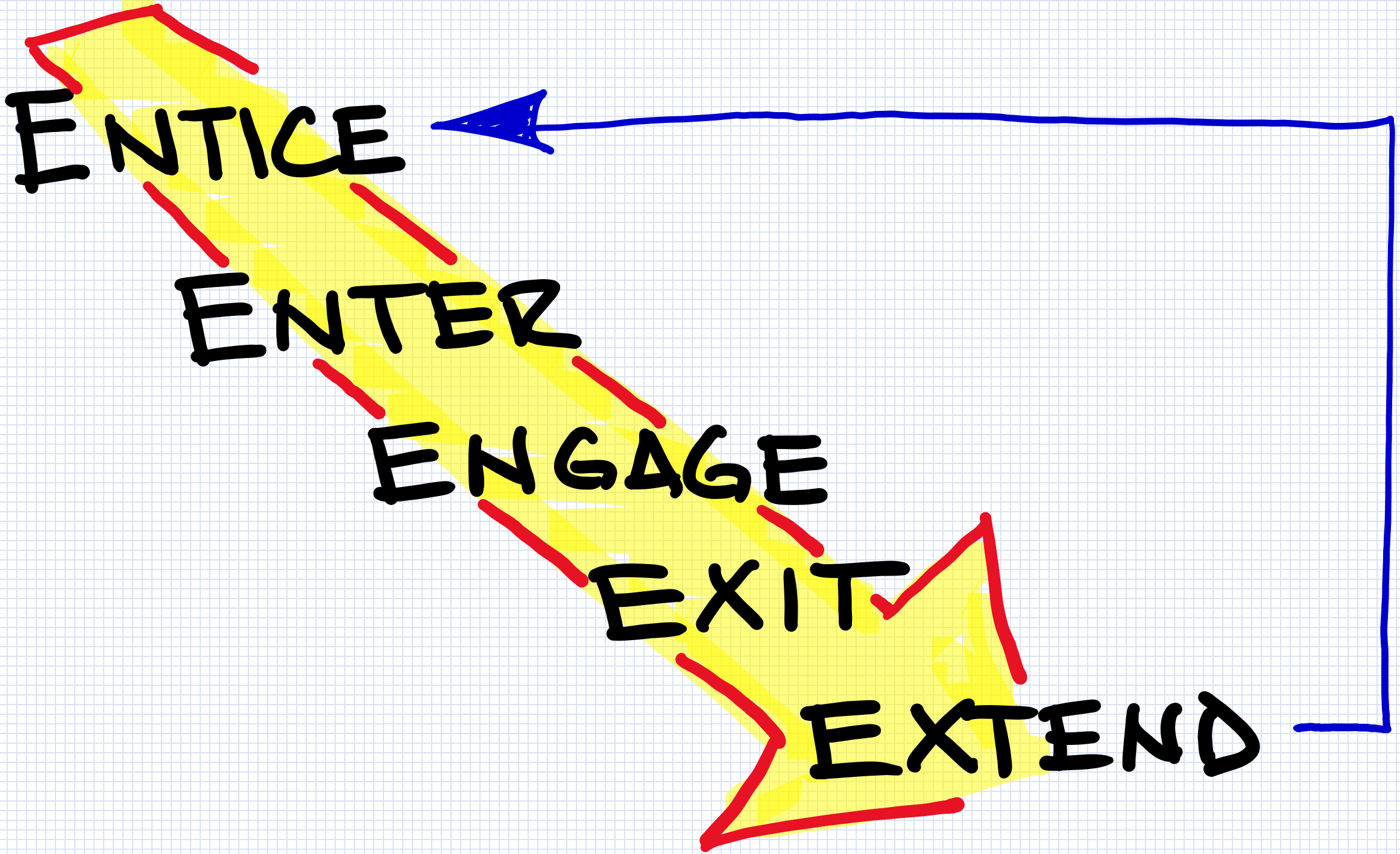
STATED PAIN :



PROVE

CLIENT UNDERSTANDING

PRACTICE EMPATHY "5E"


ENTICE
ENTER
ENGAGE
EXIT
EXTEND

ANTICIPATE

QUESTIONS
NEEDS
THOUGHTS
FEELINGS

EXTEND

PERSONAS

WHO	ROLE	GOAL
COMPANY	DECISIONS	VALUES

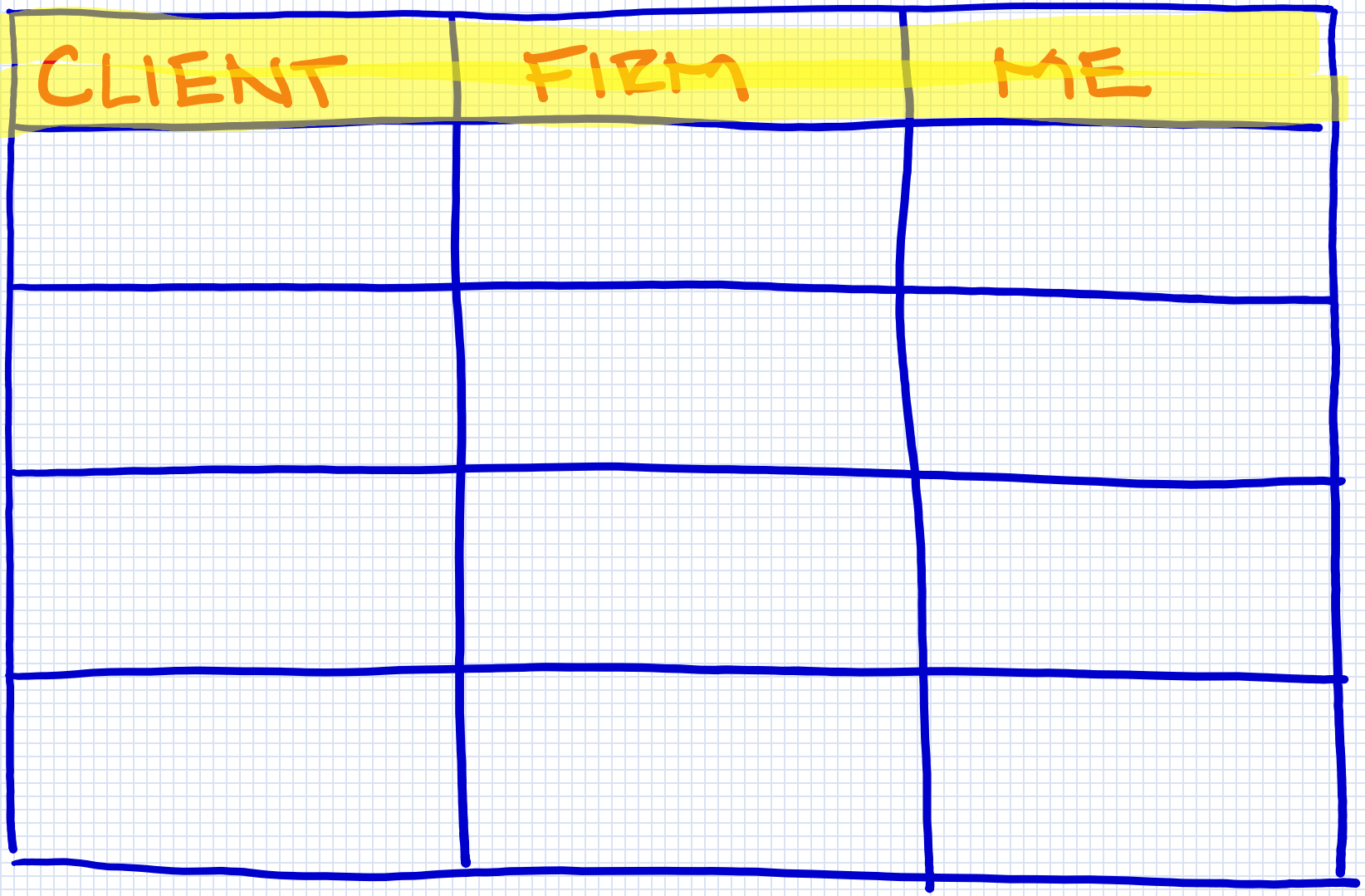
EXTEND

GOAL

NEED

THINK

FEEL



EXTEND

WHAT I WILL DO	HOW / STEPS	STATUS
1.		☐
2.		☐
3.		☐
4.		☐

EXIT

MECHANICS

- ☐ BUDGET
- ☐ SCHEDULE
- ☐ QUALITY
- ☐ SOLUTION
- ☐ IMPACT
- ☐ PAYMENT

RELATIONSHIP

- ☐ GOALS
- ☐ LOYALTY
- ☐ SENTIMENT (FEEDBACK)

EXIT

WHAT I WILL DO	HOW / STEPS	STATUS
1.		☐
2.		☐
3.		☐
4.		☐

ENGAGE

CRITICAL MOMENTS OF TRUTH

EVENT	AVOID	ENSURE
☐		
☐		
☐		
☐		

*SAFE

ENGAGE

HIGHEST MOMENTS OF EFFORT

WHAT CLIENT DOES

WHAT I CAN DO

- [ ]
- [ ]
- [ ]
- [ ]

*EASY

ENGAGE

DEFINE YOUR FEEDBACK PLAN

WHEN

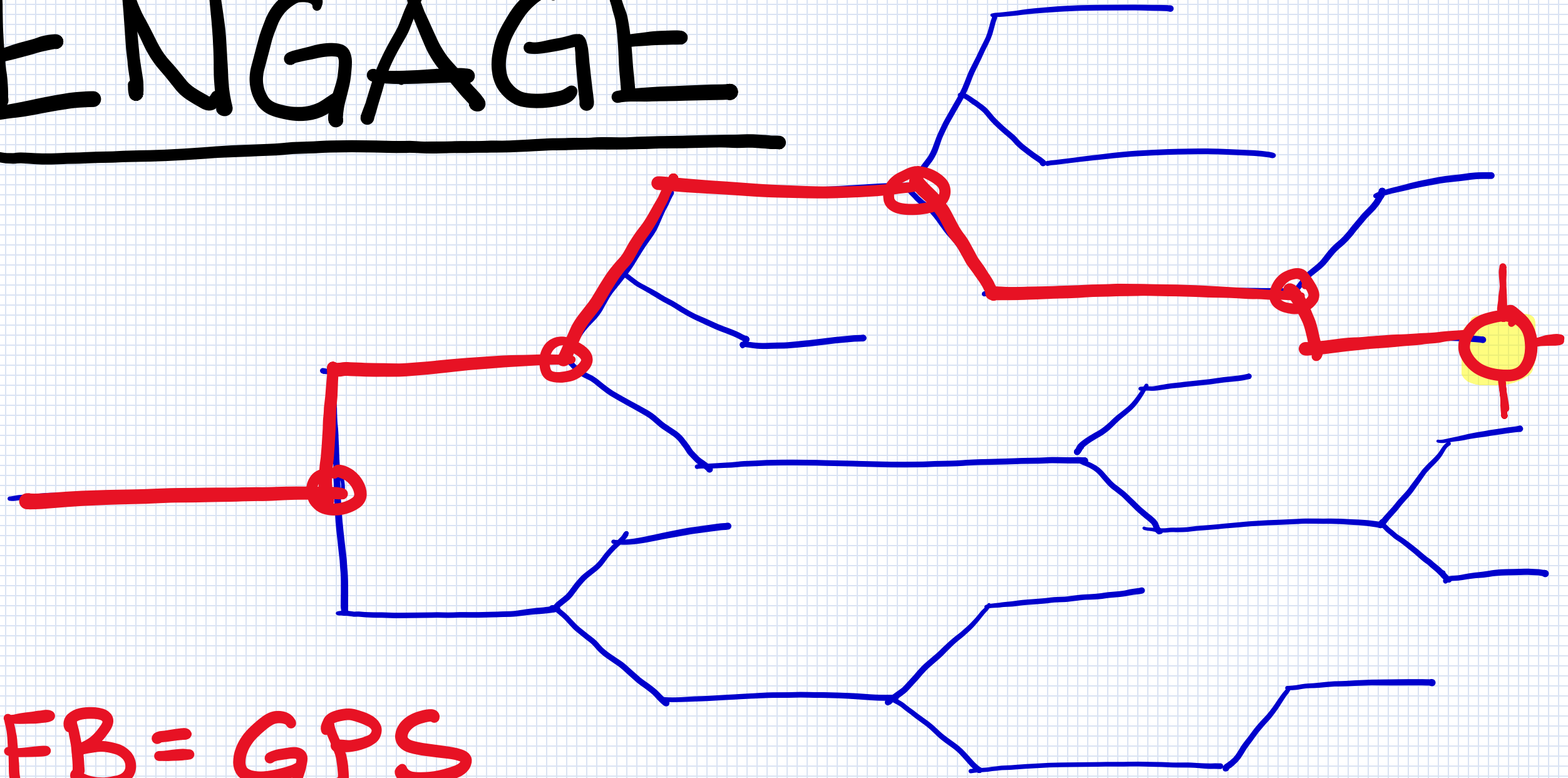
TEMPLATE

RECIPIENT

- [ ]
- [ ]
- [ ]
- [ ]

*BETTER

ENGAGE



FB = GPS

ENGAGE

PLANNED MOMENT OF

DELIGHT!

G.
L.
U.
E.

- WHAT
- WHEN
- TO WHOM

ENGAGE

KICK-OFF PLAN

- ☐ CONFIRM PAIN, CAUSES, IMPACT SOLUTION
- ☐ ADDRESS GOALS
- ☐ REVIEW MOMENTS OF TRUTH & EFFORT
- ☐ CONFIRM FEEDBACK & COMM. PLAN

ENTER

PROPOSE AN

EXPERIENCE

(NOT A PROJECT)

ENTER

PROOF — PAST RESULTS

PROCESS — FEEDBACK & CX

PAYOUT — WHAT'S IN IT FOR ME?

ENTER

DOES PAGE ONE:

- ☐ ADDRESS THE PAIN?
- ☐ DEMONSTRATE UNDERSTANDING?
- ☐ SELL THE EXPERIENCE?
- ☐ DEMONSTRATE CREDIBILITY?

ENTER



DONT SET A PEECEDENT

DON'T WASTE A WIN!

ENTICE

POSITION:



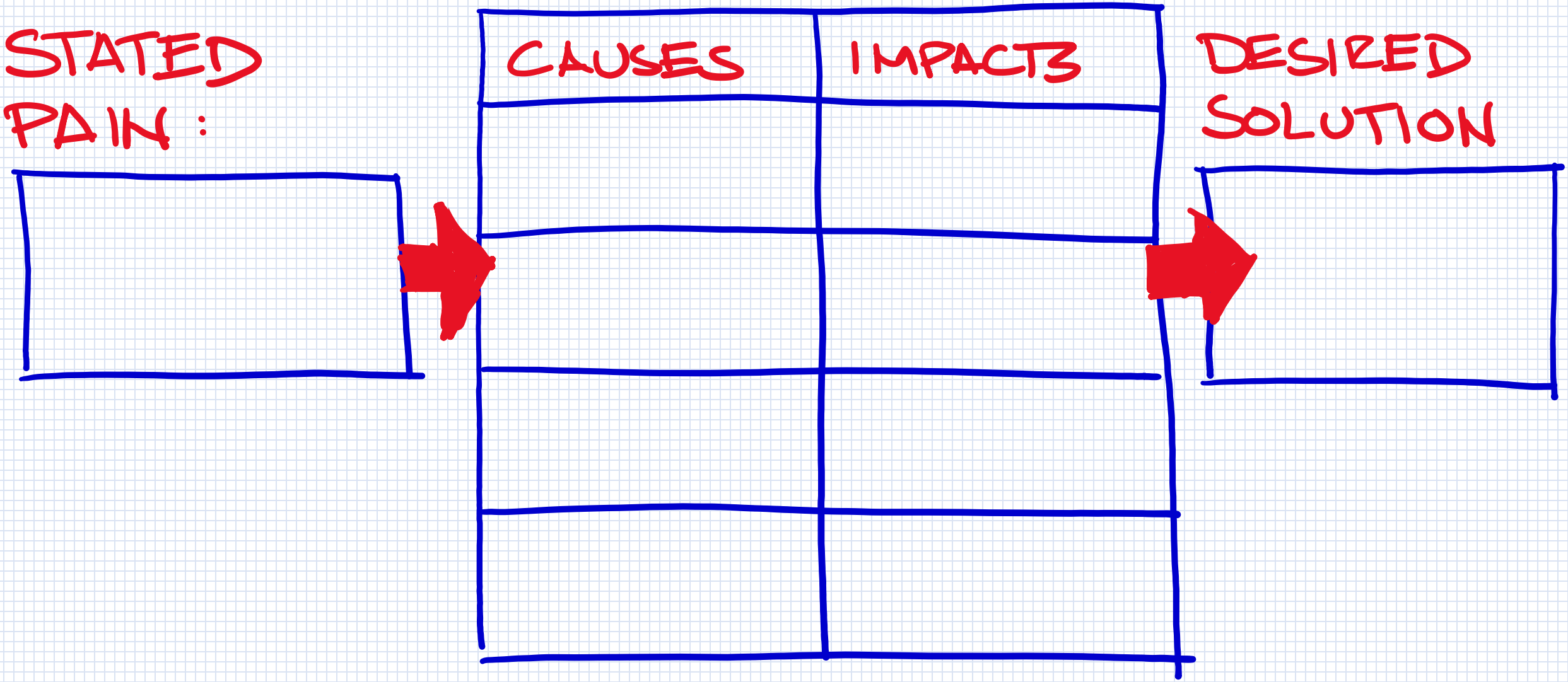
VS.

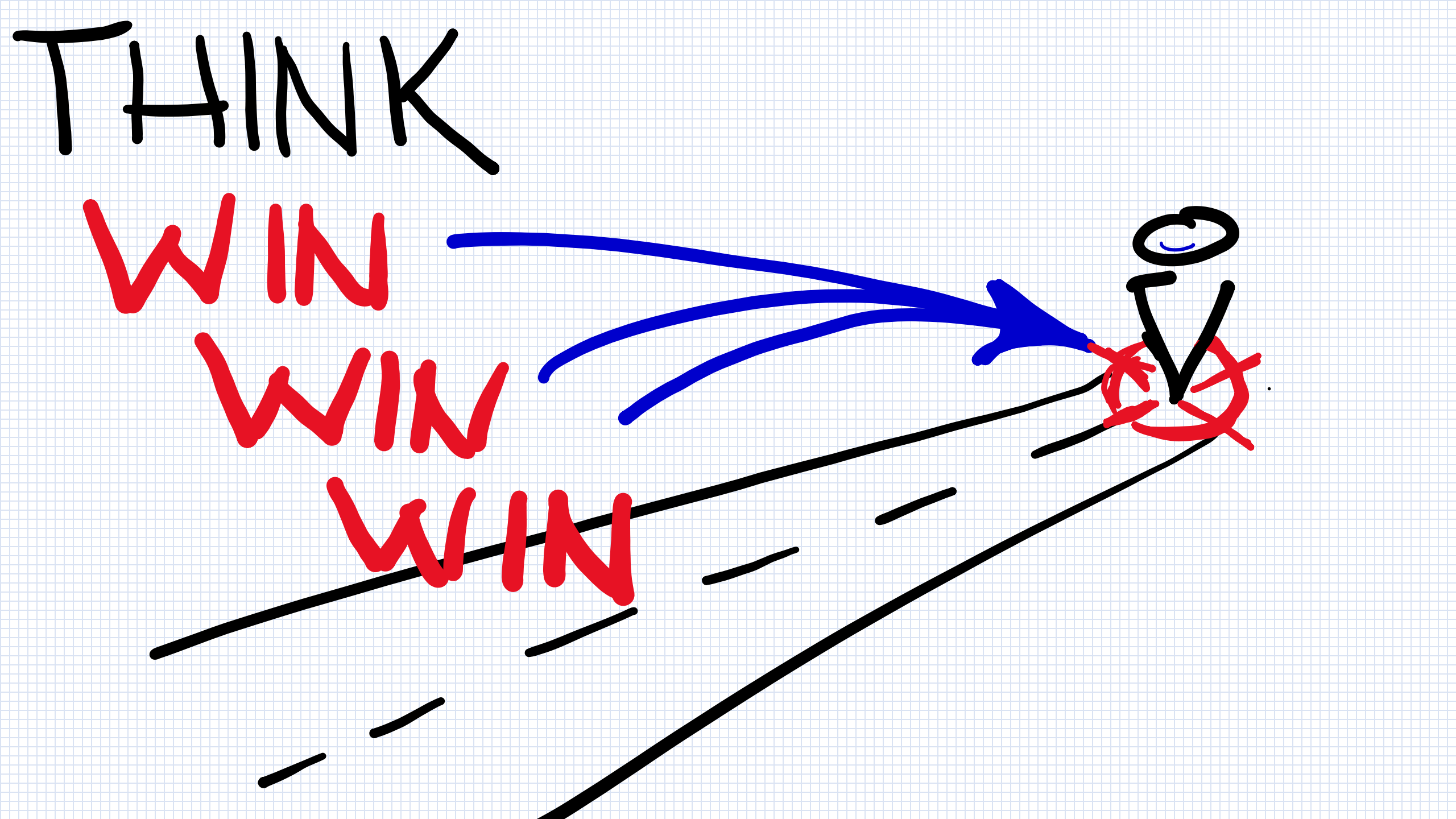
PAIN SOLVED

ENTICE

BE DIFFERENT

ENTICE




THINK
WIN
WIN
WIN

SCALE

	SMALL	MEDIUM	LARGE	HUGE
EASY	☐	☐	☐	☐
EASY	☐	☐	☐	☐
WORK		☐	☐	☐
WORK		☐	☐	☐
HARD			☐	☐
HARD			☐	☐
TIME				☐
MONEY				☐

Design

Your Project Experience

