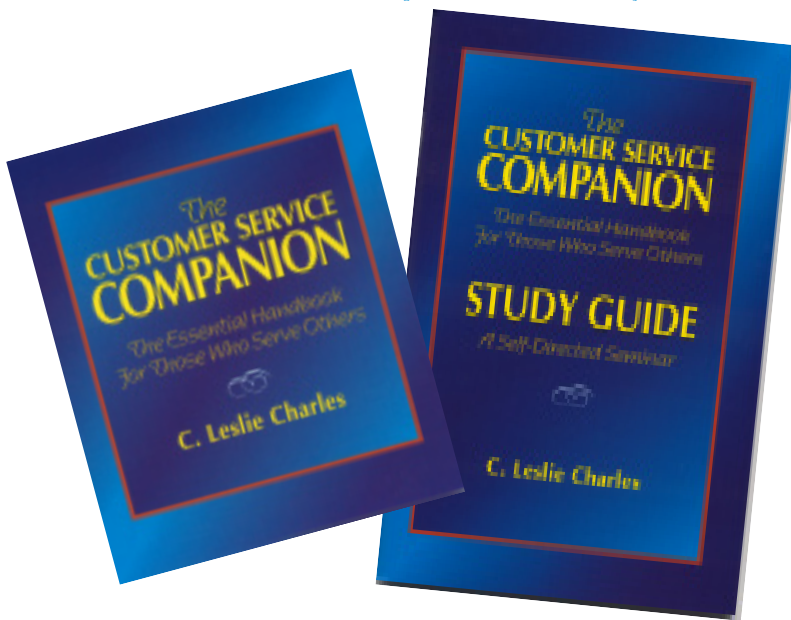


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Client Testimonial

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45. Spreading the Word

1. Describe an instance when you, as a customer, began a transaction in a good mood but left in a bad one (or vice versa) because of the treatment you received from the service or sales person.

2. Generally speaking, would you say your customers leave in better moods than when they walked in because of how you treat them? What specifically do you do or say to make this happen?

3. Calculate how many coworkers or customers you interact with daily: this is the scope of your influence. What does this mean to you?

✦ Action Step ✦
Pay attention to who catches whose moods.
Note if you influence others or they influence you.
Add up how many people you could potentially influence in one day.

This sample page from the Study Guide corresponds with page 90, essay # 45 in the Companion

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