

# The Unstoppable 13-Step **Magnetically Converting** Customer Experience Checklist



# Part 1: Marketing

The key to a high converting customer experience all starts with the first interactions every potential customer has with your product and brand. It's incredibly important to start things off on the right foot and let your prospective customer know that YOU are the right person to help them with their goals.

- ❑ **Who** is your product specifically for? Get specific here as it makes your messaging more magnetic.
- ❑ How can you help them **right now** in exchange for their information such as email address or phone #? (e.g. Lead Magnet)
- ❑ What is the **specific result** they'll achieve by consuming your Lead Magnet?
- ❑ **Why should they trust you** in delivering this information? Prove that you have the experience and the track record in being trusted to help them in this area.



# Part 2: Sales

Once you have started the exchange of trust by delivering the lead magnet, you need to make it extremely clear to your prospect how you can help them solve their bigger issue and make it easy for them to engage at the next level while continuing to build rapport.

- ❑ Immediately after the opt-in, give your prospect the opportunity to **take the next step**. (e.g. schedule a consultation, book a demo, etc)
- ❑ **Continue building trust** by sending them helpful information such as case studies and testimonials over the next week.
- ❑ Send **personalized follow-up** from the sales rep or major point of contact for the next step.
- ❑ Make the sales engagement (book appointment/schedule call) as **easy and frictionless** as possible.



# Part 3: Delivery

The point at which a prospect becomes a customer is the most important part of the customer experience. You have been building trust until this point and now is the time to go above and beyond to help them validate their decision emotionally and fully commit to the relationship.

- ❑ Provide **immediate confirmation** of their sign-up/purchase
- ❑ **Celebrate their decision** to partner with your company and show them your excitement
- ❑ Create a **personal connection** between the customer and their main point-of-contact for delivery
- ❑ **Continue communication** throughout the product/service delivery process as often as feasible
- ❑ Demonstrate your now established relationship by asking for **referrals and personal introductions**

# Want to Instantly Build A Magnetically Converting Customer Experience?

Instantly create a magnetic customer experience that converts > 20% higher than trying it yourself by using **PicSnippets**.

We'll even guide you in implementing all these principles.

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