

# 21 STEPS

## TO A HOLISTIC SALES & SERVICE CULTURE

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*(Holistic: Solutions for the whole company & not just parts of the company)*

- 1 S.W.O.T. ANALYSIS
- 2 EMPLOYEE SURVEY
- 3 CUSTOMER SURVEY
- 4 CUSTOMER SERVICE COMMITTEE
- 5 NON-NEGOTIABLE SERVICE STANDARDS
- 6 CUSTOMER SERVICE MISSION STATEMENT
- 7 CULTURAL “WORDSMITHING”
- 8 BASELINE MYSTERY SHOP
- 9 LEADERSHIP TRAINING
- 10 ALL EMPLOYEE TRAINING
- 11 MONTHLY MYSTERY SHOPPING
- 12 CHAIN OF ACCOUNTABILITY
- 13 EXECUTIVE & LEADERSHIP COACHING
- 14 HIRE THE SMILE & TRAIN THE SKILL
- 15 NEW EMPLOYEE ORIENTATION
- 16 MENTORING
- 17 REWARDS & RECOGNITION
- 18 360 FEEDBACK
- 19 EMPLOYEE EXIT SURVEYS
- 20 CONSISTENT COMMUNICATION
- 21 CUSTOMER RETENTION TEAM



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