

The Promise Engine

More Credibility : More Revenue

Establishing Credibility with Customers

Intro

Does this look familiar? Do you often find yourself walking your own tightrope trying to remember all of the promises you have made to your customers and prospects?



The Promise Engine helps businesses improve the perception that both their existing customer base, as well as potential prospects, have of them. It does this by ensuring that nothing 'falls through the cracks'.

The Promise Engine is based on two primary strategies:

- 1) Capture every Promise – not just in someone's head, but in a system.
- 2) Keep every Promise – no excuses needed.

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Nutshell

The “Promise Engine” is a systematic method to Capture and Keep every promise made to a Customer or Prospect. The goals of the Promise Engine are:

- Increase your customers’ perception of you
- Turn you into the Hero, instead of the Goat
- Convert more Prospects into Customers
- Increase sales within your existing customer base

The Promise Engine provides an easy way to make sure all of your promises are captured electronically. They may be assigned to a person responsible for acting on them, ensuring they are not neglected.

The Power of Fulfilling Promises

Promises are made every day.

- Promise: We’ll give you the best price possible
Reality: This only happens if the customer presents the Salesman with a better deal. Then, magically, the “best price” can be further negotiated.
- Promise: We’ll stand behind this product and fix any problems you have
Reality: The store may not even be in business when the malfunction occurs
- Promise: I’ll be by on Tuesday to replace the bad grommet in your faucet
Reality: I’ll call on Wednesday and make up some excuse for Tuesday.
- Promise: I’ll call you back in 5 minutes with an answer.
Reality: You have to call back in about 2 hours after you’ve grown weary of waiting.

Everyone has dealt with these types of situations. Have you ever done business with someone, who somehow always did exactly what they promised they would do? How much more secure did that make you feel when they promised to call you on the 15th of the next month? Weren’t you impressed with how they just seemed to be better organized than others and were not always making excuses? How far up the credibility scale do you think this would put you with your customer?

Types of Promises

Promises generally fall into one of the following categories:

The Customer takes action

- The Customer makes a Request. Then they wait patiently (or impatiently) for the response. The response is the Promise.

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A member of the organization volunteers to do something.

This could be the owner, a salesman, or even the receptionist. Some examples:

- Owner: I'll make sure you get an alert when your next appointment is due
- Salesman: I'll let you know when we get that cool sports car with the color you want.
- Receptionist: I'll make sure Mr. Black gets the message.

A Customer asks a question that cannot be answered at this moment

- You need to do Research
- You need to ask the owner or VP if a special consideration need can be satisfied
- You agree to either call the Customer back with the answer, or have the needed information by a certain date.

The Process

The process of fulfilling a promise is actually very straightforward. Let's say you make a commitment to put together a quote for installing a sprinkler system. To do this, you need to break it down into pieces:

- Determine the layout required (how many sprinklers, pipes, connectors, etc.)
- Select the supplier(s)
- Estimate the time and expertise level required to install the sprinkler system.
- Calculate the costs and add your profit margin
- Create the quote and get it into your prospect's hands

It begins to look a bit like the tasks of a full-blown (Ugh-h-h!!) Project Management effort, right?

Don't worry.

This example has more complexity than most Promises (like just offering to stop by with a part). In fact, most promises to customers and prospects do not warrant the complexities of a Project Management System. You just need to remember to DO it! If you just had some convenient method of storing and organizing your little stack of Post-It reminders, that is really all you need.

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The Promise Engine translates your commitments into tasks, but in a very simplified way. Small Promises correspond to small tasks, Larger Promises will involve a few tasks.

Let's use the above quotation commitment as an example.

- An engineer determines the layout and part requirements
- A Purchasing agent shops around for the best parts and prices
- An estimator determines the labor required to implement the system
- An accountant calculates the costs and total quote
- A typist develops the quote
- You (the owner) approve the quote and deliver (or send) it to the prospect.

Now, granted, these may not all be unique individuals. You might be the Engineer, the Purchasing Agent, and the Accountant. But regardless, these are all steps that must be performed prior to arriving at your promised date. Unfortunately, one of three things often occur:

- You forget about making the promise altogether (it's on a note SOMEWHERE!!)
- You forgot to tell the others involved that you needed their help for some of the tasks
- The "others" forgot about your need for help

The Promise Engine addresses these issues by providing an easy means of capturing, organizing, assigning, tracking, and keeping those promises. As soon as you verbally make the promise, a simple phone call or Email establishes the promise in the Promise Engine. You can easily assign tasks to others, set due dates, make notes, collaborate with others, and review the progress.

The Strategy

How do you define a great organization to do business with?

The obvious aspects are:

- Great Price
- On-time Delivery
- Quality Products
- Knowledgeable people
- Friendly, helpful staff
- Great Service

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Great Service – what does that mean? Most often, we think of it in terms of how repair or maintenance is performed.

If you are taking your automobile in for service:

You expect the problem to be fixed
You should not have any other problems crop up as a result of the service
Your automobile should not have grease and oil anywhere in the interior (or the exterior, for that matter).

If you are having service performed at your house or place of business:

Again, you expect the problem to be fixed
The Service person should not have destroyed anything in the process

Disconnected a pipe and flooded your area with foul-smelling water
Run over your landscaping with their truck(s)
Accidentally cut through the wiring in your walls
Left the door open so your pet could get out.

But what else is important to providing good Customer Service?

Should you expect a phone call when they are on their way?
Should they have the correct part in the truck when they arrive?
Should they show up on the date/time they promised?
Did you receive the needed information to make an informed decision?
Did they send a reminder that it was time for your pet's annual examination?

These are examples of promises made, but in many cases, not kept

What is the Cost of the Promise Engine?

We understand your challenges in this difficult economic environment.

We Provide Only the best, yet economical solutions.

The Promise Engine offers a special Startup package for a one-time fee of \$499. For this, we will:

- Quickly assess your operation to determine the configuration needed
- Assist with coordination of your team members' Roles
- Handle the Registration of your team members
- Perform the setup for your organization
- Provide a get-acquainted walkthrough of the basics

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What Effort is Involved to Implement the Promise Engine?

The steps are simple

- Sign up
- Participate in a short interview/fact-finding process where we use the information to adapt the Promise Engine to your organization
- Be present during the walkthrough

What Ongoing Effort is Required to run the Promise Engine?

Do you have a reliable internet connection? Your infrastructure is already set up!!!

You do not need a server or any personnel to maintain it. That is all handled for you, all at the remarkable price of \$0/month (for the basic system).

The Results

The Results are that your customers and prospects have a better impression of your company.

So how does that help the bottom line?

Increased Customer Loyalty. Your customers gain a deeper trust in you as time goes on, and value you as someone who will always deliver as promised.

More Prospects converted into Customers. You can set yourself apart from the competition by delivering that important piece of information on the date the customer expected it, not 3 days later (or not at all).

The Engine

The Promise Engine contains the following features:

Web-based application. No need to maintain anything.

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Totally secure. The only people who can view your space are those you specifically invite. This includes us. Even we cannot see your information. You can even set up space for your own personal promises viewable only by yourself.

Note: When we first set up your account, we will add (invite) ourselves for support issues. This way we can view your actual environment. You can remove us at any time.

Attaching documents to a task (promise).

Unlimited document storage

Collaboration with other members participating in fulfilling the promise.

The Benefits

By ensuring all of your promises are kept, your Promise Engine increases your credibility, enhances trust, overcomes skepticism, builds customer loyalty and eventually leads to the willingness to buy.

With Promise Engine your business will see increases in sales, revenues and ROI, all while improving customer service in the process.

Thank you again for downloading this document and good luck with your business.

Regards,

The Promise Engine Team

Please feel free to email info@promiseengine.com or call (832) 380-4005 if you have any questions at all or would like to arrange a free, no-obligation consultation appointment.