
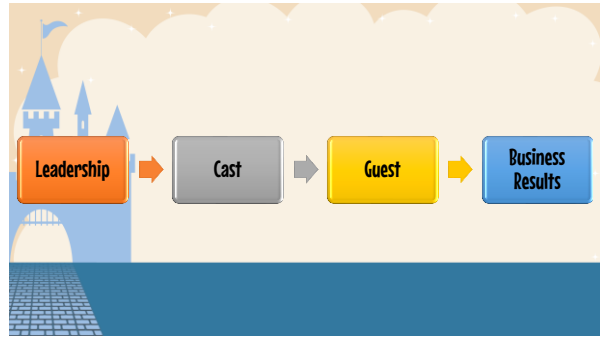


**55 Ways**  
to Add Disney Magic to  
Your Organization

## The Magic of Disney Customer Experience

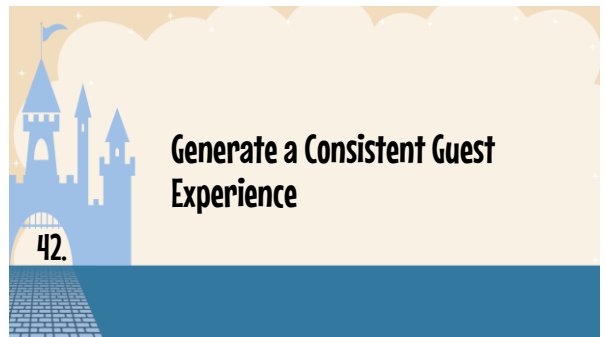
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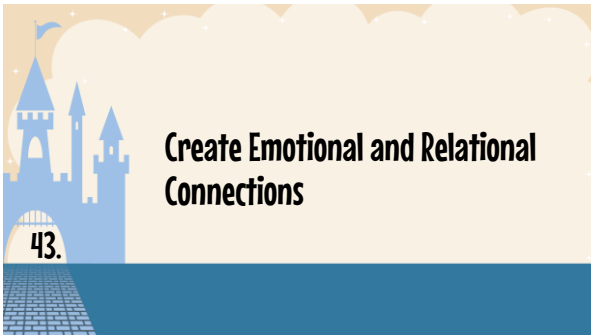
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# CS vs. CX



**42.**


## Generate a Consistent Guest Experience






**Add Creativity to your Customer Service**

44.



- 42. Generate a Consistent Customer Experience
- 43. Create Emotional and Relational Connections
- 44. Add Creativity to your Customer Service




**The Magic of Successful Business Relationships**

**55 Ways**  
to Add Disney Magic to Your Organization

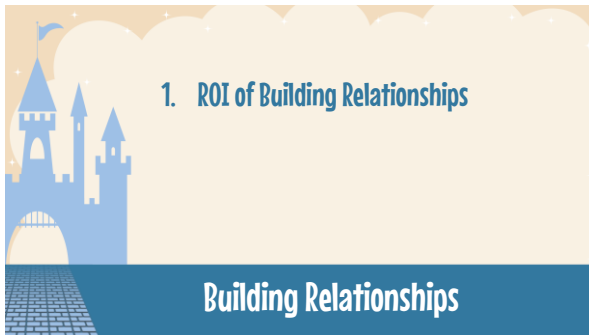
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- 1. ROI of Building Relationships
- 2. Skillsets of Introverts and Extroverts
- 3. Virtual Networking via LinkedIn
- 4. In-Person Networking Best Practices

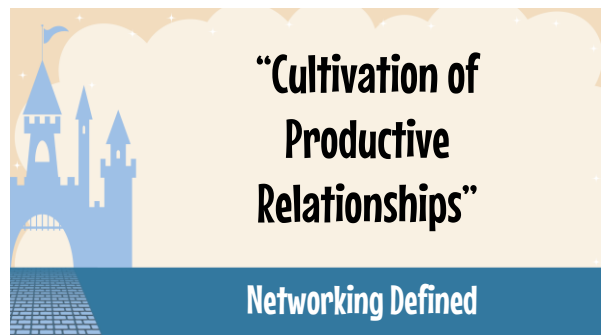
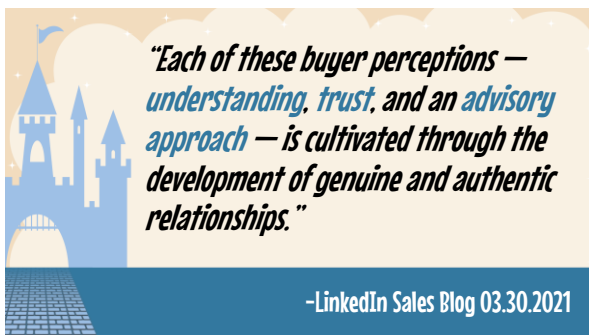
**Building Relationships**

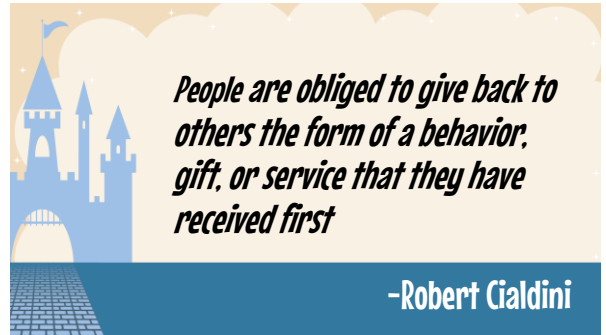


Once upon a time, a salesperson's success was often determined by the size of their Rolodex. Today, it's defined by the strength of their buyer relationships.

Why is it so important to build these strong connections? Because today's decision-makers are looking for more than just to be sold to. They're looking for a partner and advocate they can trust. Consider these stats, via [LinkedIn's buyer-first research](#):

- 56% of decision-makers will consider a brand if the sales professional understands their business needs
- 88% of decision-makers prefer working with sales professionals they perceive as trusted advisors
- 35% of decision-makers rank trust as the top contributor in closing a deal—above ROI or price









	Extroverts	Introverts
	Likes variety and action	Likes quiet to concentrate
	Expresses thoughts freely	Keeps thoughts private
	Acts, then (maybe) reflects	Reflects, then acts
	Talkative, easy to know	Reserved, hard to know
	Needs relationships	Needs privacy
	Energized by other people	Energized by inner resources






**Extroverts can be excellent networkers by...**

- Slowing Down
- Listening More
- Meeting Fewer People
- Following Up
- Selling Less



- Find at least one thing in common
- The Principle of “Liking”

**1. ROI of Relationships**



1. ROI of Building Relationships
2. Skillsets of Introverts and Extroverts
3. Virtual Networking via LinkedIn


**Building Relationships**



**WIIFM! LinkedIn**

2022 Global Talent Trends

# The Reinvention of Company Culture


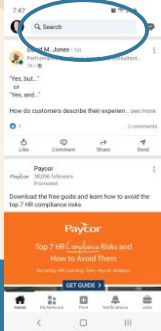


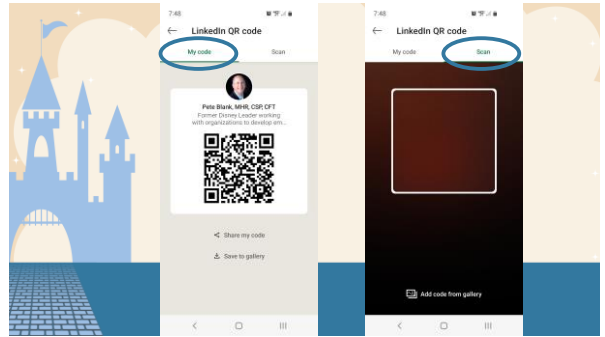
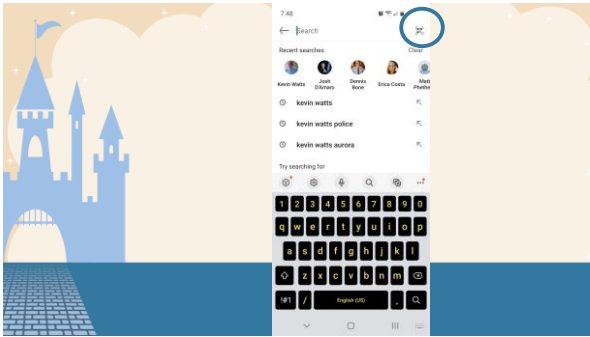

LinkedIn Talent Solutions




1. Positive Public Image and Brand Perception
2. Increased Company Visibility
3. Lead Generation / Nurturing
4. Increase Brand Reach
5. Drive Traffic to your Website
6. Attract New Talent

## Why your Employees should have LinkedIn

1. ROI of Building Relationships
2. Skillsets of Introverts and Extroverts
3. Virtual Networking via LinkedIn
4. In-Person Networking Best Practices

**Building Relationships**

**Preparatory Tips**

Do your homework  
Be on time  
Think of 6  
No comfort zone  
Mobile phone

**Talking Tips**

Be Yourself  
Smile  
Invite others in  
Be attentive

**Event Tips**


Get to food/beverage  
Scan the room  
Start the conversation  
Exit when necessary  
Celebrate

© 2021 - Peter Blake



1. **Connect Via LinkedIn App**
2. **Share Business Cards**
3. **Write down name and contact info**
4. **Business / Personal**

**Sides of Room Activity – 3 minutes**



1. **ROI of Building Relationships**
2. **Skillsets of Introverts and Extroverts**
3. **Virtual Networking via LinkedIn**
4. **In-Person Networking Best Practices**


**Building Relationships**



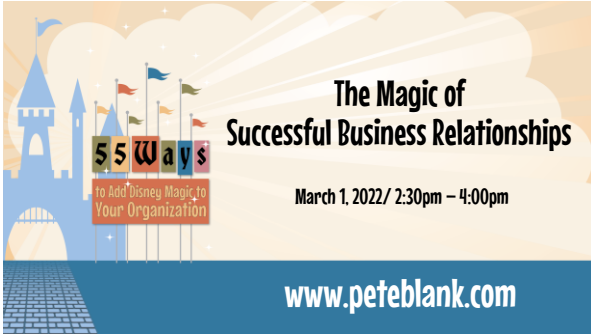

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