TOURISM DAY SUMMIT

POCONO MOUNTAINS M VISITORS BUREAU

Keynote: "If Disney Ran Your Business What Would it Look Like?"

John Formica

The "Ex Disney Guy", America's Customer Experience Coach





If Disney Ran Your Business... Making The Experience Magical!



JohnFormica.com



So who is this "Ex-Disney Guy"?





Staying Alive!



West Virginia University.





























Building Relationships Get to know their story! Do they know yours?

Customer experience is the next competitive 'arena'...

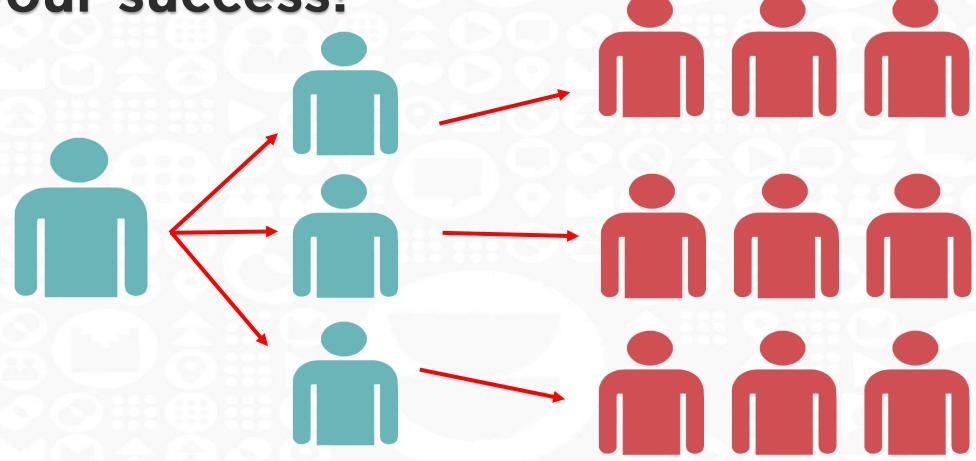
It's where YOUR business is going to be won or lost.

It will overtake price when deciding which tourism location or business to choose.



86% of buyers will spend more and more often for a better customer experience!

A great customer experience is the key to your success!



One happy customer can lead to and tell as many as nine people.

"It is not just about Tourism, Selling Products and Providing Services, it is all about the

Experience!"

POCONO MOUNTAINS

Employees
Leaders
Customers

- Customers
- Employees
- **Leaders**









"I wish I was there!"



"I wish I was there!"









What's YOUR Promise Message?





How Do You Create a Magical Experience?

"You don't build products or services for yourself.
You need to know what the people want and you
build it for them." - Walt Disney



"World's Best Restrooms"













THE MAGIC BEGINS WITH PEOPLE!

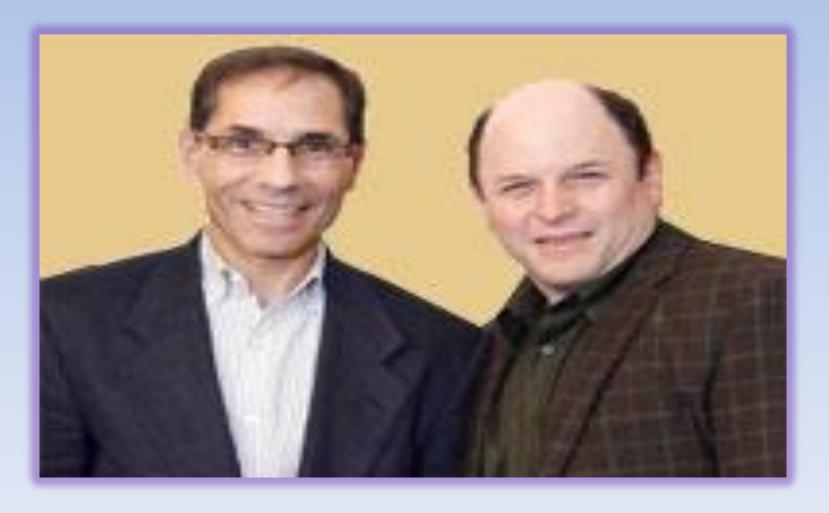
"You can design, create, and build the most wonderful place in the world. But it takes people to make the dream a reality."

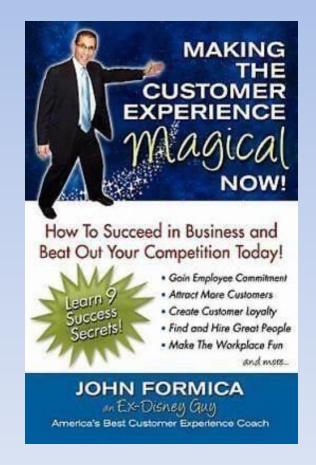
~ Walt Disney

Hire For Culture! Right People in the Right Roles?

"Roles" vs Positions

Actor - Jason Alexander (a.k.a. George Costanza)





Top Selling Book

ľM MORE THAN MY JOB. I'M THE FACE OF THE BUSINESS AND THE COMMUNITY!

The "POCONO Experience"

7/10 RULE

Every Action is an Intentional First Impression & Direct Reflection of YOU, YOUR Business and YOUR Community!

10 Factors That Could Affect The Experience



Attitude, Enthusiasm Professional/Impression



Staff Knowledge/Helpful



Physical Atmosphere



Ease of Doing
Business/Technology



Appearance



Communication/Tone
- Phones, Email, Voice
Mails, Texts, Follow up



Friendly/Smiling & Body Language/Likeability



Cleanliness of Restrooms
Vehicles, Equipment



Attention to Detail and Organized/Operations



Sense of Urgency and Timeliness

It's All About People & Relationships



"Marketing is no longer about selling, products and services, but about the stories that get told."

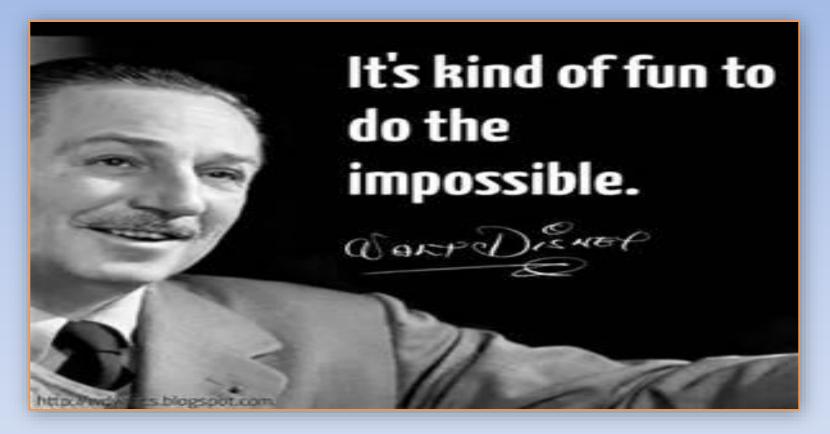
Unce Apon a time...

How are you going to get your customers/visitors to share the good ones?

Exceed the Expectations!



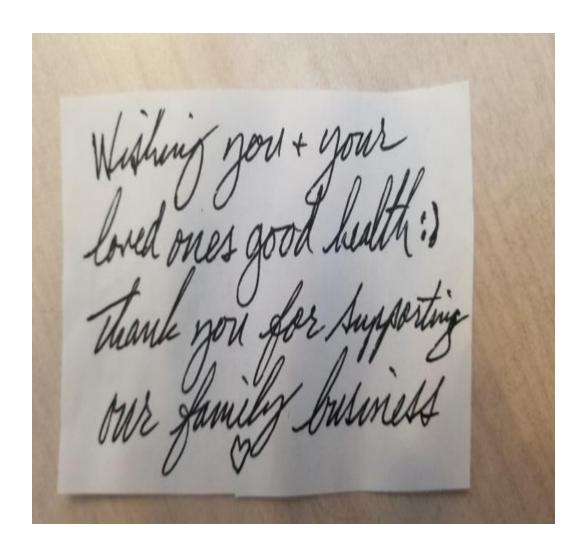
Walt's "PLUS" FACTOR

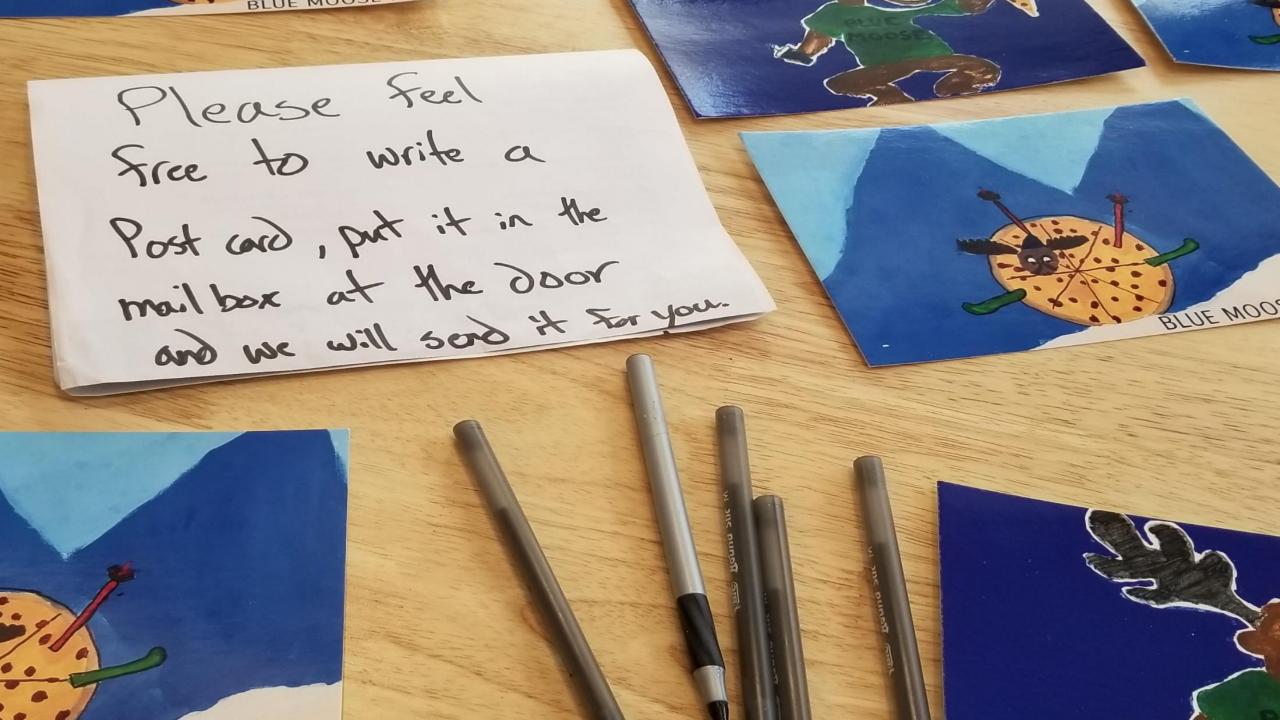


What Ever You Do Try To "PLUS" It By One!

What "Little Extras" Can You Give?











Personalize It!

WOW



Book John To Present At Your Event in 2024 and Receive This Amazing FREE VACATION Bonus Give Away!



Make People Feel Special!

THEM!

I'M SERIOUS!!

Give Them Something To Talk About!

The security guard at Disneyland asks a little girl for an autograph, pretending that he mistook her for a 'princess'



The "Selfie Experience"

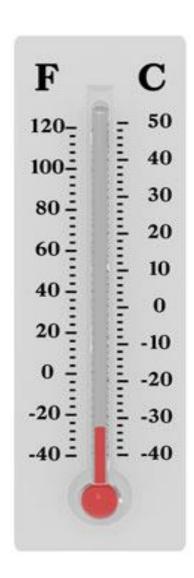


Create an experience that your customers want to remember and share. Make it so 'magical' that they want to take a picture of it.

The "Employee Experience"



Are You a Thermometer or a Thermostat?





Learn To Do It Like Disney!



"If you can dream you can do it."

WALT DISNEY





The way to get started is to quit talking and begin doing.

Warred Signer



It is <u>all</u> about the **Experience** and making it "Magical!"

Want More Help?

Let the "Ex-Disney Guy" Help You Today!

FREE \$500 GIFT!

ONE-ON-ONE

COACHING

FREE 45 Minute Strategy

Call With John

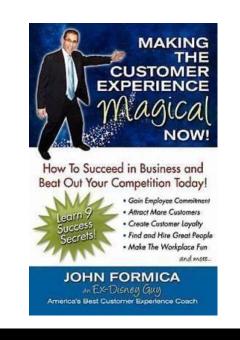
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"Always Make It Magical!"



Thank You!

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