

Activity Sheet 41-A
Reliable C.A.R.E.™ Experience Inventory

Reflect on an experience that you have had recently where you were the customer and the level of service that you received met or surpassed your expectations in the categories of the "**Reliable C.A.R.E.**" formula. Identify what specific actions were taken by that sales professional/customer service representative in delivering the product or service which you were purchasing.

Vendor/Organization/Person: _____

What You Were Buying: _____

Which categories did the salesperson deliver and how did they meet each:

R: Reliable _____

C: Caring _____

A: Attractive _____

R: Responsive _____

E: Empathy _____

Activity Sheet 41-B
Reliable C.A.R.E. Experience Inventory

Reflect on an experience that you have had recently where you were the customer and the level of service that you received did not meet your expectations in the categories of the "**Reliable C.A.R.E.**" formula. Identify what specific actions were taken by that sales professional/customer service representative in delivering the product or service which you were purchasing, that was so disappointingly.

Then identify ways in which that negative experience could have been turned around. Brainstorm how that experience could have been turned into a positive selling opportunity.

Vendor/Organization/Person: _____

Id What You Were Buying: _____

Which categories did they *fail* to deliver and why, *how could they* have meet each:

R: Reliable _____

C: Caring _____

A: Attractive _____

R: Responsive _____

E: Empathy _____

Activity Sheet 41-C

Reliable C.A.R.E. Self Delivery Inventory

Analyze your present sales abilities and how you interact and engage individuals. Whether it be one-on-one and face-to-face, within group situations, over the telephone, via email and all other interaction opportunities to determine and distinguish how you can always meet or exceed the expectations of others to each of the "**Reliable C.A.R.E.**" formula categories.

Which categories do you easily deliver () and how do you meet each? Which categories do you need to work on?

R: Reliable _____

C: Caring _____

A: Attractive _____

R: Responsive _____

E: Empathy _____

Activity Sheet 41-D
Reliable C.A.R.E. Organizational
Delivery Inventory

Analyze your organization and how everyone interacts and engages individuals. Whether it be one-on-one and face-to-face, within group situations, over the telephone, via email and all other interaction opportunities to determine and distinguish how you presently are and can always meet or exceed the expectations of others to each of the "**Reliable C.A.R.E.**" formula categories.

Which categories can you easily deliver () and how do you meet each:

R: Reliable _____

C: Caring _____

A: Attractive _____

□□ R: Responsive _____

□□ E: Empathy _____

