



Creating the Ultimate Customer
Experience!

Who are **YOU**?



You are selling – Trust,
Reliability, Relationships, Profits,
Futures, Security, A Better Quality of
Life, Peace of Mind, Unique
Experiences – **Cleverly disguised**
as a Dental Plans company.



STARBUCKS.CO







What's Your Brand?

**What do people think of when they see
or hear your name?**

Why be a
CULT BRAND?

**Cult Brands want to improve the
lives of others.**

**Cult Brands make people feel good
about themselves.**

**Cult Brands enjoy
Sustainable Success.**

Cult Brands dare to be different.

Creating a ***CULT BRAND***

First you must create a cult “Community”



A cult brand is the result of an extraordinary community, not an extraordinary product. It all starts with building a community.

Why do people join *CULT BRAND* communities?

Cult Brands promote self actualization. Self Actualization is our very highest need. It is the ultimate need to learn, grow, and reach our fullest potential as a person.

We all desire to self-actualize, both to be at peace with ourselves and to try to be the best we can be.

As humans, we are drawn to people, places, groups, causes, companies, and, ultimately, brands that we believe can help us towards our ultimate goal of self-actualization and total fulfillment.

- Dr. Abraham Maslow

What Motivates Us?



- Dr. Abraham Maslow



“Emotions are not separate from reason, they are the foundation of reason – because they tell us what to value.”

- Antonio Damasio, Neuroscientist

“I’m blind. Please help.”

***“It’s a beautiful day, and I
can’t see it.”***

Why is this important in building an innovative, cult brand?

Higher level needs influence future human behavior much greater than lower level needs.

Only those brands that can create the ultimate experience and fulfill human needs on the higher levels of the hierarchy become irreplaceable in the mind of the customer.



What Is an **EXPERIENCE?**



How do we get to The
Ultimate Customer

Experience?





**Creating
the Ultimate
Level of Service!**

**Focus more on
Relationships
and less on **Features**
and Benefits!**

The Unexpected *Experience*

**Shatter *Expectations*,
or Create Completely
New Ones!**

A faint, grey silhouette of a crowd of people with their arms raised, positioned behind the text.

The Butterfly Effect

1963 – Meteorologist Edward Lorenz



HUGE Results

from Tiny Causes!

**The past is over for all of us. The
future is promised to none of us.**

All we get is this one.

Let's make this one

an experience

no one can ever forget.