

THE EXCHANGE ZONE



The **EXCHANGE ZONE** is a designated segment on the track for relay races where the baton exchanges hands from one teammate to the next teammate. If the baton is dropped or not exchanged in the appointed zone, a red flag is waved, and the relay team will be disqualified.

Outside of the track, the exchange zone is the critical area where you and your customers intersect; you never want to miss the exchange (disqualified).

That's why we always want to be connected!

James Brown Jr 360

The Exchange Zone: Keys for Rewarding (Revenue) Relationships

Relationships are the essence of the human existence – the business world, home, and school. Understanding that every relationship matters, has a unique cadence, and learning how to identify and move within it, can drastically improve your personal brand, organizational effectiveness, and better position you to reach your individual and team goals. In this presentation, you will learn the rhythm (cadence) and rhyme (communication) for building rewarding (win) relationships AND how to apply these skills personally, within your team and with your customers.

The Exchange Zone: Championship Principles for Sales Success

Sales success is often determined by the completed exchange with the customer, while that is ultimately true there are key principles that assist with making the sale and help sustain long term success. In this presentation you will learn championship principles you need to know and implement to have sales success: know what you are selling, who you are selling to, how to sale beyond the sale.

The Exchange Zone: Championship Principles for World Class Customer Service

Customer service is more than a department, it is an attitude that starts with the individual. It is a personal commitment to know who your customer is, understanding their needs, and serving them the way they want to be served. In this presentation you will learn the importance of recognizing “everybody you meet is your customer!”

The Exchange Zone: Developing Customer Centric Culture

Successful individuals or organizations understand customer service is important. GREAT organizations are deliberate about their customer service framework creating a customer-centric culture. In this presentation, you will learn how to set yourself and organization apart by making customer-centric service an intentional aspect of how you operate on a daily basis, ultimately helping you better reach your business goals. Take the stride to move from “a customer” to “MY customer.”

