



WMEPC PRESENTS

Serious Shift - Staging Better Customer Experiences with Dennis Moseley-Williams

July 21, 2020

Live Webinar

1:30pm-2:30pm

Members: Free

Guests: \$25.00

Register: westernmichiganepc.org

"What clients want and are willing to pay for is an experience that engages them in an inherently personal way. The challenge for many business owners and professional service providers is understanding that there is a lot more to staging a successful experience than simply improving service."

Customer experience. We know it when we feel it. We tell our friends about it. We plan for it, wait for it and pay for it. It's what makes everything different, memorable, and worth the investment of time and money.

In a world of look-a-like products and services, where everyone competes on price, selling excellent products and services is no longer enough to guarantee your success. What clients want and are willing to pay for is an experience that engages them in an inherently personal way.

The challenge for many business owners and professional service providers is understanding that there is a lot more to staging a successful experience than simply improving service.

Come and learn about the Experience Economy from Dennis, your work will stand out in a crowded market and attract the right clients for life. Dennis will walk you through the principles and some key frameworks of the Experience Economy that matter most so that you will be able to shift from delivering services to staging experiences that your clients will love, and talk about.

Dennis uses his 20 plus years of experience and stories to inspire audiences in an engaging and dynamic style. He is the founder of DMW Strategic Consulting, author of *Serious Shift: How Experience Staging Can Save Your Practice*, and his blog and podcasts are a resource for entrepreneurs around the world. He is a Certified Expert in The Experience Economy (Pine and Gilmore, 2015) and his message remains one of spirited innovation backed by smart processes that lead to sustainable growth and results.

Dennis's audiences include global financial institutions and firms as well as other industries and organizations in North America and Europe.

Western Michigan Estate Planning Council

Email: admin@westernmichiganepc.org

Website: westernmichiganepc.org

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