



Larry Johnson

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Larry Johnson Presents

TURNING RESIDENTS INTO OUTRAGEOUSLY LOYAL FANS



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Customers talk



5/11/?



Yours is a Very Bad Hotel

A graphic complaint prepared for:

Joseph Crosby

General Manager

Lisa Rinker

Front Desk Manager

DoubleTree Club Hotel

2828 Southwest Freeway

Houston, Texas

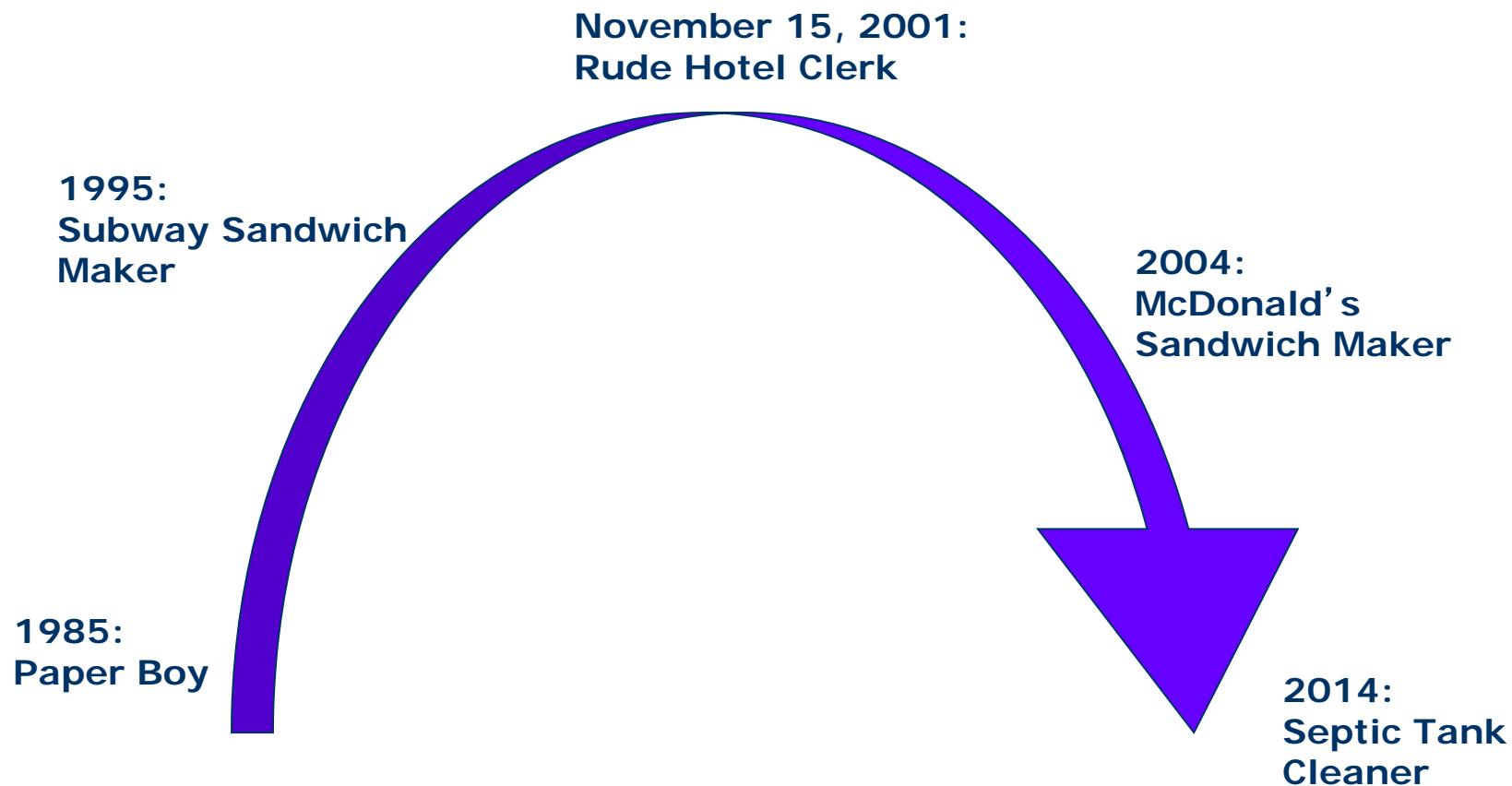
***In the Early Morning Hours of
November 15, at the DoubleTree
Club Houston, We Were Treated
Very Badly Indeed.***

- ◆ We are Tom Farmer and Shane Atchison of Seattle, Washington.
- ◆ We held guaranteed, confirmed reservations at the DoubleTree Club for the night of November 14-15.
- ◆ These rooms were held for late arrival with a major credit card.
- ◆ Tom is a card-carrying Hilton HHonors Gold VIP...
- ◆ Yet when we arrived at 2:00am... we were refused rooms!

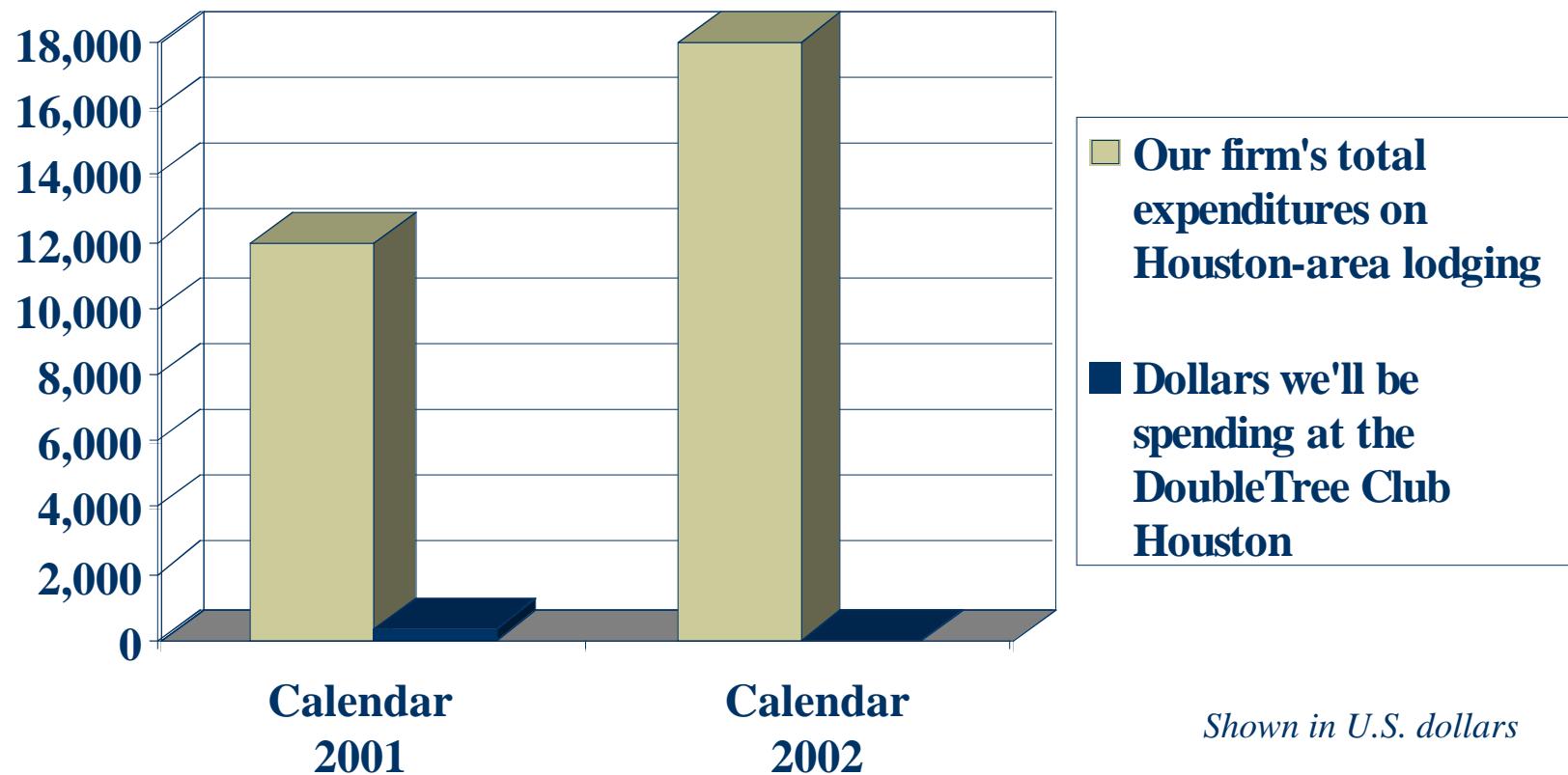
We Are Very Unlikely to Return to the DoubleTree Club Houston.

- ◆ Lifetime chances of dying in a bathtub: 1 in 10,455 (National Safety Council)
- ◆ Chance of Earth being ejected from the solar system by the gravitational pull of a passing star: 1 in 2,200,000 (University of Michigan)
- ◆ Chance of winning the UK Lottery: 1 in 13,983,816 (UK Lottery)
- ◆ Chance of us returning to the DoubleTree Club Houston: worse than any of those (And what are the chances you'd save rooms for us anyway?)

The Career Path of Night Clerk Mike (He peaked last week.)



Revenue Lost to the DoubleTree Club Houston as a Result of our November 15 Incident



We'll Be Sending This Presentation to Promus Properties.

- ◆ And to some friends.
- ◆ We hope they'll share it with *their* friends!
- ◆ If you'd like a hard copy, email us at:
 - ◆ **BearX220@hotmail.com.**
 - ◆ Good luck!
 - ◆ And give our best to Mike!

Perception is reality



Love = Loyalty



Love = Loyalty

- ◆ Reliability



Love = Loyalty

- ◆ Reliability
- ◆ Responsiveness



Love = Loyalty

- ◆ Reliability
- ◆ Responsiveness
- ◆ Timeliness



Timeliness



“We make sure that all repairs are completed within 24 hours. If there's a delay, I'll follow up and tell them when we're coming back. People move if they're not happy with maintenance – If you have to sit with water pressure low for a couple of days, you'll remember that at renewal.”

April Demotts
Apartment Manager

Love = Loyalty

- ◆ Reliability
- ◆ Responsiveness
- ◆ Timeliness
- ◆ Convenience



Love = Loyalty

- ◆ Reliability
- ◆ Responsiveness
- ◆ Timeliness
- ◆ Convenience
- ◆ Perception that you care



Six reasons why they leave

- 1. 1% die**
- 2. 3% move**
- 3. 5% follow a referral**
- 4. 9% are lured by the competition**
- 5. 14% experience product dissatisfaction**
- 6. 68% perceive that you don't care**

Showing that you care



“People have all types of situations so there's going to be life challenges at some point. So you have to be there for them.”

Bonding Behaviors

smile

Approachable

Names

Engaging



Leadership Counts



Robert McDermott

Keep yourself up

P roactively change

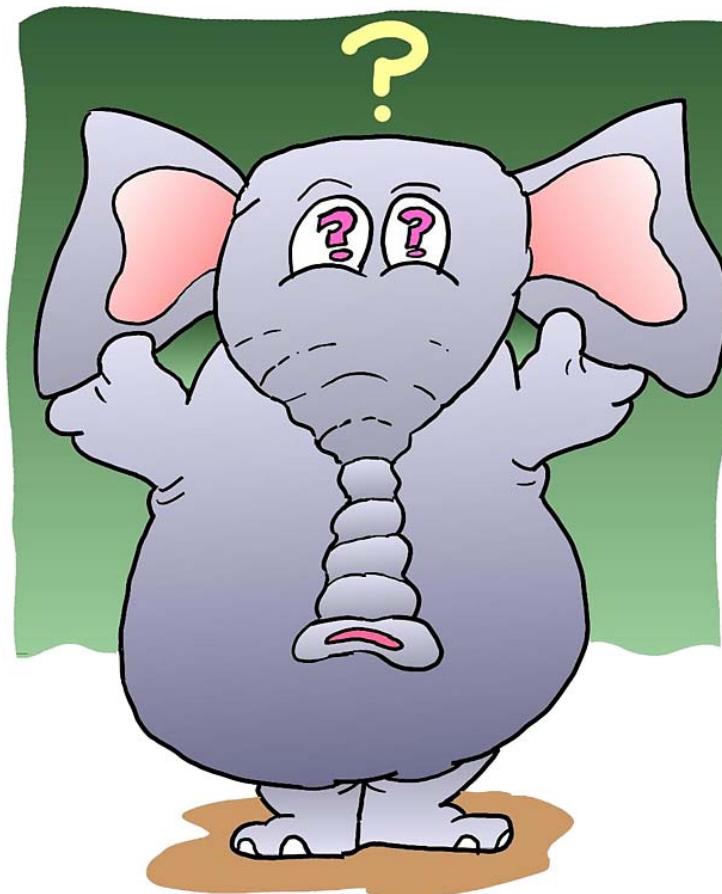
A ccept or embrace

L eave

Build Momentum



What Can You Do To Get Them Dancing?





Monteal 1976 - After severely breaking his knee during the floor exercise, Japan's Shun Fugimoto ignored his injury as long as possible, knowing such news could shatter the confidence of his teammates. The injured gymnast continued to the pommel horse routine, miraculously scoring a 9.5 out of 10. He then faced the rings, which would be his final event of the day. Shun performed extraordinarily, ignoring consequences of dismounting from eight feet off the ground.



Upon completion of his routine, he hurled himself into a beautifully executed triple-summersault dismount. When his feet hit the floor, the pain sliced through him like a knife, but he kept his balance. Gritting his teeth, he raised his arms in a perfect finish before collapsing in agony. He was awarded a 9.7, the highest score he had ever recorded on the rings. After winning the closest gymnastics team competition in Olympic history, Shun received the gold medal, but only after insisting he could make his own way to the podium.



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