



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me
- I care – I want you to succeed!



The Reasons

- First and most importantly, I care about you. I want you to succeed in every area of your life, whatever that means to you. I want you to find the greatness, the happiness, the divinity within yourself, and then remember it, embrace it, and live it every day.



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook



Today's Topic:

Getting Zappo'd – You Can Deliver Happiness, Too!

Based on “Delivering Happiness” By Tony Hsieh,
CEO of Zappos



The Key Performance Areas



The Key Performance Areas



Agenda

- Tony Hseih's beginnings
- Poker Playing Lessons
- Zappo's Growth History
- How They Did It
- 10 Ways to Instill Customer Service at Your Company
- The 10 Core Values
- Other Quotes
- The Bottom Line



Tony Hseih: A Serial Entrepreneur

- It started with a worm farm...
- Moved into catalog sales
- Was always focused on making money - garage sales, paper routes, etc.
- Had a button business that was passed down to his brothers, and made \$200 per month in middle school
- Often broke the rules



A Serial Entrepreneur

- Founded LinkExchange, sold to Microsoft for \$265 million in 1996
- Formed an incubator in San Francisco
- Got involved with Zappos in 1999 as an investor, eventually became CEO
- Learned the value of providing an Experience through parties



Poker Playing Lessons

- Table selection is the most important decision you can make
- It's OK to switch tables if you discover it's too hard to win at your table
- Lots of competitors means it's tougher to win
- The guy who wins the most hands is not necessarily the one who wins the most money
- Play only with what you can afford to lose



Zappos Growth History

- Originally “ShoeSite.com”
- 5% of shoes sold via catalogs
- Took the catalog concept online
- Very rocky start
- Started by drop shipping only
- Moved into carrying their own inventory, which was quite an adventure
- Had to have a storefront to get suppliers to sell to them



Zappos Growth History

- Outsourced logistics – big mistake
- Had to establish their own distribution center
- Learned to never outsource their core competency
- Finally got a \$100 million line of credit from Wells Fargo
- Grew to \$1 Billion in revenue in 10 years
- Sold to Amazon for \$1.2 billion in 2009



How Zappos Did It

- Hold “ask anything” sessions
- They invested in customer service and the customer experience instead of marketing and advertising
- Focus on creating a Personal Emotional Connection on every call
- “A common trap that marketing people fall into is how to create more buzz – when they should really be focusing on increasing engagement and trust.”



How Zappos Did It

- Four week training that everyone goes through. At the end of the second week, they are offered a \$2,000 bonus if they quit, just to make sure people are there for more than the money.



10 Ways to Instill Customer Service in Your Company

- Make it a priority for the whole company
- Make “WOW!” a verb that is a part of the everyday language
- Empower and trust your service reps
- Realize it’s OK to fire customers who abuse the system or the people
- Don’t measure call times, don’t force reps to upsell, don’t use scripts
- Don’t hide your 800 number



10 Ways to Instill Customer Service in Your Company

- View each call as an investment in building your brand, not as an expense
- Have the entire company celebrate great service. Share great stories with the entire company.
- Find and hire people who are already passionate about customer service
- Give great service to everyone: customers, employees, vendors



The Zappos 10 Core Values

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and a Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning



The Zappos 10 Core Values

- Build Open and Honest Relationships with Communication
- Build a Positive Team and Family Spirit
- Do More with Less
- Be Passionate and Determined
- Be Humble



Other Notable Quotes

- “The role of a manager is to remove obstacles and enable his/her direct reports to succeed. This means the best leaders are servant-leaders. They serve those they lead.”
- “We must never lose our sense of urgency in making improvements. We must never settle for “good enough”, because good is the enemy of great.... Our goal is to be the greatest service company in the world.”



Bottom Line

- Exceptional Service can be a great differentiator
- Joyful Service can permeate the entire organization
- Feelings and experiences are super important
- You can apply these concepts to your personal life, too



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Homework / Exercise

- Buy the book and read it
- Make some of the changes right away in your company
- Define your core values with your team
- Work every day at providing a Joyful Service Experience
- Get coaching and support to accelerate your growth and progress



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I don't want a lot of your money. I just want you to get the support you **need**, can **use**, and can **afford**
- I don't want you to jump into the deep end before you learn to swim
- I don't believe that Belief and Persistence will guarantee success



Our Support Services

- Education
- Training
- Consulting
- Coaching
- Growth Management



Sign up for our New Business Growth Acceleration Kit

- www.PaulHoyt.com/CEOBonus
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value is enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: Oct. 20th

- Topic is: **TBD**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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