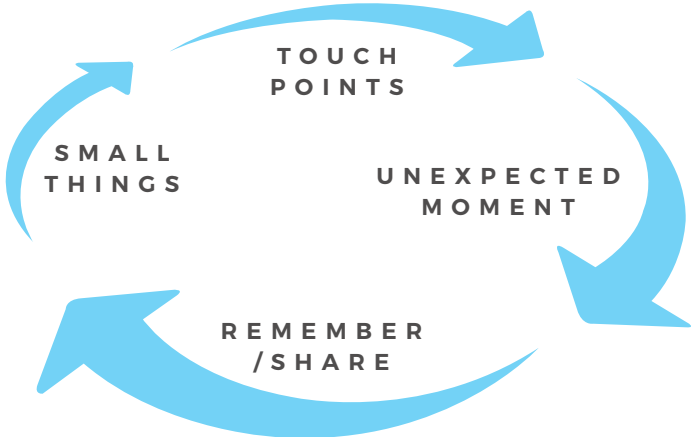


Little Details. Big Dividends.

How to make the small things in your business pay off.

THE DEFINITIONS

- The Small Things** The unsung heroes in a business that take you from good to great.
- Visitor Touch Point** Anything that engages a person’s senses that can be felt, seen, smelled, heard, or tasted.
- Visitor Touch Point Inventory (VTPI)** The process of identifying and documenting all of the ways guests engage with you.
- Visitor Touch Point Enhancements (VTPE)** .. Applying unconventional thinking to touch points creating unexpected memorable moments.
- Unexpected Moment** A cluster of positive touch points that surprise and engage a visitor, leading to a positive sharable memory.
- Normal** Something that makes people feel safe and comfortable.
- Non-Normal** Something that alerts the senses and creates a feeling.
- Brand Values** The details that either adds value to who you are or detracts from it.



YOUR TASK

Perform a Visitor Touch Point Inventory (VTPI)

Consider your business through the tiniest lens. Look at all of the Touch Points you can influence to create a memorable visitor experience. There are hundreds of visitor touch points in every business for you to consider, some even before your guest walks through the front door.

EXAMPLES:

- The style of language you use on your website
- How you answer the phone
- The handle on your front door
- What your staff wears
- The type of napkin
- The type of music playing in the lobby
- The type of linen on the bed
- The thickness of toilet paper

Use the following chart to complete your Visitor Touch Point Inventory and implement at least 10 potential Touch Point enhancements at your business. Ask your staff to do their own inventory. You might be surprised what emerges.

Touch Point	Existing	New Enhanced Opportunity
Eg. Sidewalk A-frame sign	Displays daily special	Use it for sarcastic humour that passersby will take pictures and share

It's easier to be different than it is to try and compete.
Let the little things help set you apart.