

# CHAPTER 12 *EXERCISE*

If you are finding it challenging to develop, sustain, or refine your exit conversation, consider these questions:

What conversations does my company engage in with its target market? If not adequate, how can we enhance them?

What message does our physical location convey? If it is not in alignment with our brand, what steps can we take?

Have we utilized all senses to extend our conversation with the customer? If not, what sensory aspects can we incorporate?

What visual and auditory messages are we delivering? If they need improvement, what changes should we make?

How should our employees dress and interact with customers? If changes are needed, what is the plan?

Can customers reach us easily? If not, what steps can we take to improve accessibility?

What do consumers perceive about our company? If perceptions are negative, how will we address them?

How is our brand perceived by consumers? If not positively, what strategies can we adopt to improve?

Is our brand message consistent across all platforms? If not, what steps can we take to ensure uniformity?