

WEDNESDAY, SEPTEMBER 16, 1:30 - 2:30

GOING FOR THE WOW!

PRESENTED BY LEE SILBER



LEE SILBER

leesilber@leesilber.com

858-735-4533

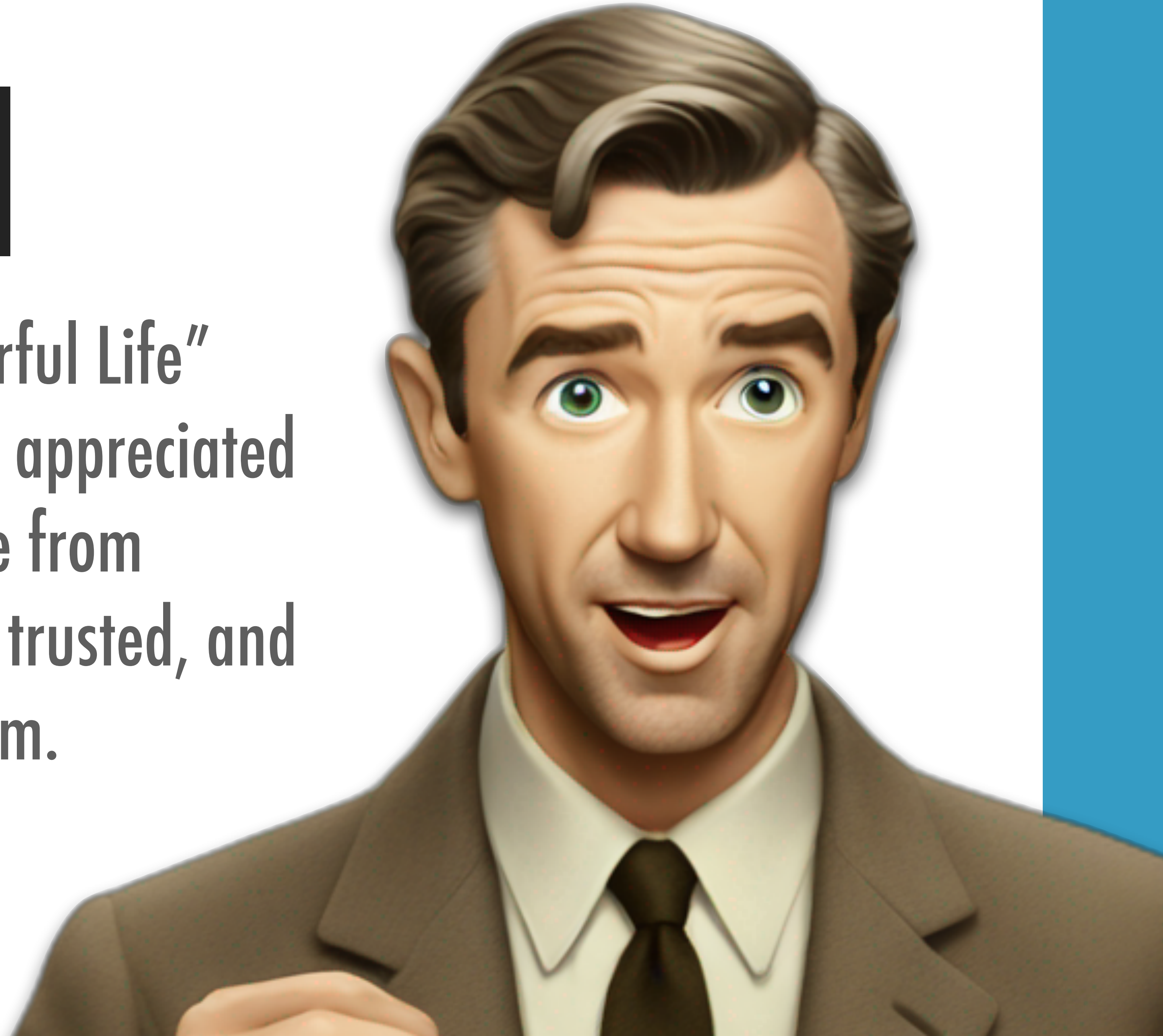




*It's a
Wonderful
Life*

Old School

In the movie “It’s a Wonderful Life” the people of Bedford Falls appreciated reliable, personable service from someone they liked, knew, trusted, and showed he cared about them.



New School

Today, people want things faster, better, and easier, plus reliable and personable service from someone they can trust, and who shows them they care.





WOW!

Everything is better than expected.
Everyone loves what you're about.

We'll focus on small, immediate ways to increase joy on the job, retain patients and people, and get rave reviews, using old and new techniques.

T H E W O W F A C T O R

VALUED

Patients, vendors, staff, doctors (especially doctors) all want to feel like they are the most important thing in the world to you.

The W's Behind WOW Service

WARMTH

How you make people feel.

WELCOME

How the experience begins.

WILLINGNESS

The spirit of “How can I help?”

WHOLEHEARTED

Your full attention and genuine effort.

Wonderful service is usually a collection of little things done well.

People care more about themselves
than they do about you.

THIS NEVER CHANGES

EXTRA

To get to “Wow” we have to deliver what people expect, and then find ways to exceed those expectations with something extra.

Preview

1. What Wow Now?
2. What Wow Next?
3. What Wow Last?

* For Practice Administrators



GOING FOR THE WOW!

WHAT NOW?

What can I do to win over the person in front of me?
This is something I wish I could do for everyone.





The Bananas

MAKING BASEBALL FUN AGAIN



Sell Outs

Grew into a local and then national phenomenon—selling out everywhere they go.



Attention

Create an event where people say, “You won’t believe what I saw at the ballpark.” Something so exciting, unexpected, and memorable they want to share their story with others.



Intention

Eliminate friction so it's simple and easy for fans to participate. Created a community with the people who love what you do.



Retention

Believe in what you do and know what it means to people—make them feel a part of something special.



Motivation

Keep trying out new ways to be better for the players, the game, and the fans.



Jesse Cole

Create attention, always put your fans first, strive to never be boring, make it easy to join the fun, and have an incredible team behind the scenes.



Attention

Intention

Retention



THINK SMALL

We often think it's the big moments in life that matter most.
Sometimes it's the smallest of things that are the most memorable.

Make every interaction
count, even the small ones.
They're all relevant.

S H E P H Y D E N

Notes

- Be fun to work with, easy to work with, and do what you say you'll do but do it a little better, faster, or cheaper than expected. Go for wow!

Knowledgeable

Likable

Thoughtful

Reliable

Visible

Fun

Helpful



It's an approach to everyone that encourages us to think about what we can give, instead of what we can get. That's something to celebrate.

LEE SILBER

BRING IT

Be the change and don't miss a chance to do something nice.

We can't change the world, but
we can change our world.

LEE SILBER

JUST DO IT

Do the best you can with what you have
and let go of trying to be perfect.

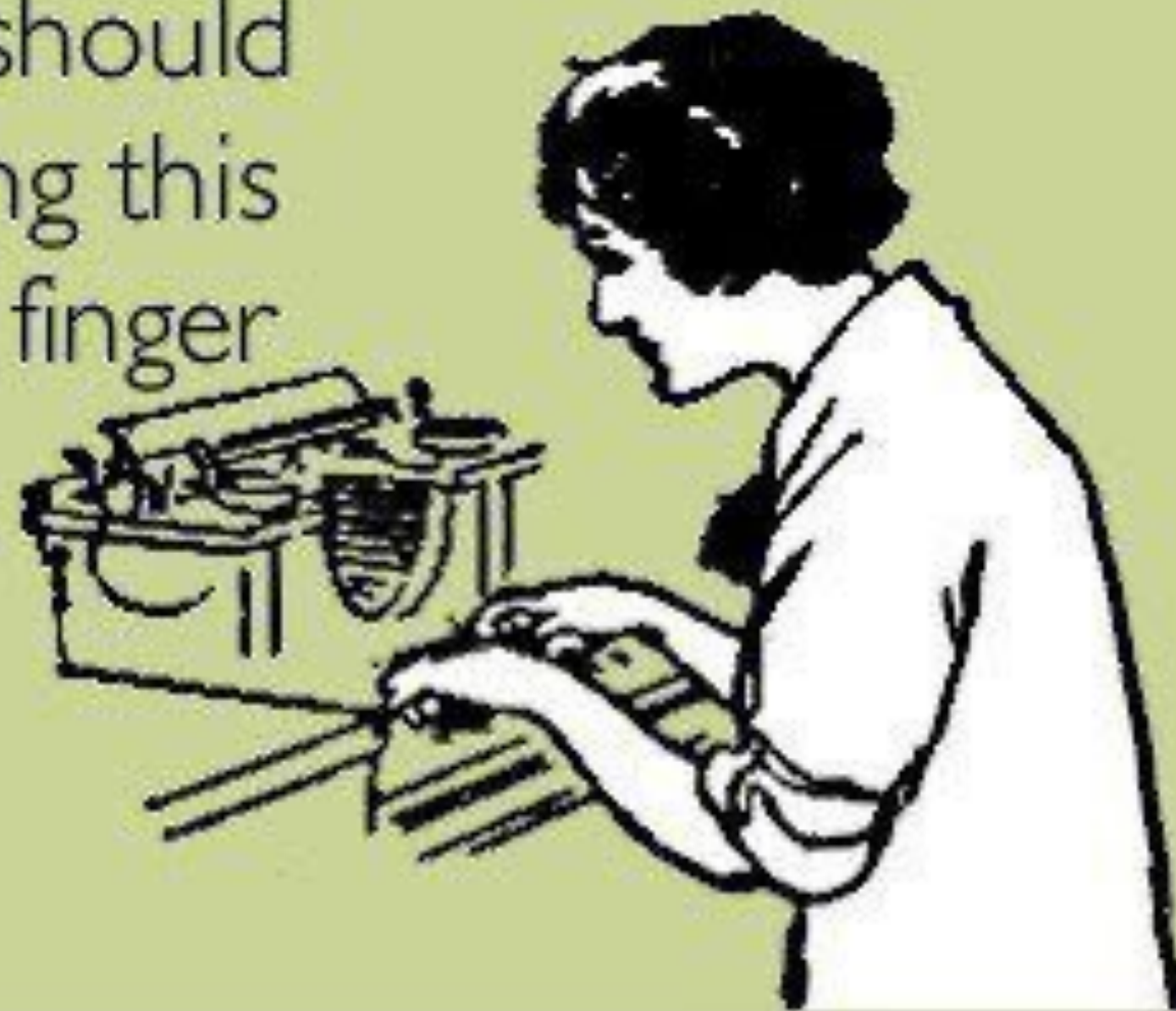
You can't win everyone over, you're
not pizza—but you can try.

T H E T R U T H

Dear Customer Service:

First of all, you should
know I am typing this
with my middle finger

som^{ee}cards
user card



Go above and beyond.

Make it a point to celebrate even the smallest of milestones. All people want is the acknowledgement—and a pizza party. Mostly the pizza.

LEE SILBER



**LISTEN
SILENT**

Spend more time listening than talking.

A devoted Amy Grant fan wrote to her idol and shared her hardships. Two weeks later a handwritten card arrived sending her love and support. This act of kindness helped her through unimaginable loss .

R E A D E R ' S D I G E S T

Five Fingers

- How can I help you? 5
- I'm proud of you. 4
- I love you. 3
- Thank you. 2
- We. 1



Make sure everybody counts and
they know that they count.

L E E S I L B E R

I've got your back!



Save your money, but don't save
your praise—give it away.

M Y A D V I C E T O O T H E R S

Shout Out

Is there anyone here that you feel deserves a shout out? Now is your chance to acknowledge their greatness.



Sharing is caring.

S E T U P F O R W H A T ' S N E X T

GOING FOR THE WOW!

ONE MORE THING

What can I do next that gives them what they need and also exceeds what they expect?

2

Do for one what you wish you
could do for many.

L E E S I L B E R

Nordstrom

Find a way to say “Yes” to the customer, and bend over backwards to get the customer say “Yes!”



UNBELIEVABLE

You want patients to say, "You won't believe what they did for me."

Watch This

- Let them know they can count on me to get things done.
- Do what's expected, when expected, and then do one more.
- I'm so on it I anticipate their needs and blow them away.

EXPECTED

We do what we were supposed to do.

EXTRA

We do more than we have to.

WOW!

We do things our patients never expected.

Where does your practice live most days?

HEART

The goal is to get people to fall in love with what you do.

Make Someone Laugh

Teach

Help Out

Support

Share

Endorse

Celebrate



FREE LOVE

Sometimes the best things in life really are free.

First Timers

For many of us (me included) it's scary to go to a doctor's office, let alone have to have a procedure done. Great service lowers anxiety and creates trust. How do you do it?



BE THE BALL

Make sure you experience every touchpoint your people do.

GOING FOR THE WOW!

WHAT'S LAST?

What can I do to show I care and make a positive impression they'll remember?

3

Treat everyone with respect, interest, and
appreciation no matter what their role—
but especially the unsung heroes.

LEE SILBER

PATIENTS

Safe, informed, respected

STAFF

Supported, recognized, equipped

PHYSICIANS

Protected time and smoother flow

VENDORS

Clear, professional partnership

What can you do to get a “Wow” from more than one person?

Welcomed

What do you make new hires and staff feel seen, respected, valued, trusted, and part of the team? How do show people their time is important to you?



1 Be visibly available.

2 Make people laugh, smile, and feel good.

3 Celebrate half birthdays and odd holidays.

4 Explain what happens next and when.

5 Walk them where they need to go.

6 Follow up unexpectedly.

7 The waiting room and office are a sanctuary.

8 Make sure every touch point is positive.

9 Offer options whenever the schedule allows.

10 Share the credit or praise someone specifically.

11 Do more than like, comment and endorse.

12 Offer needed and appreciated perks.

13 Share delays before they ask or get frustrated.

14 Feature your people on social media.

The 7-Day Kindness Challenge

Proving, what we put out, we get back.



Compliments of LEESILBER.COM

1 Monday Start Strong	Remember The Name of Everyone You Meet Today	☐	MAKE IT HAPPEN 1. Concentrate and listen. 2. Repeat and use the name. 3. Make a note of it.
2 Tuesday Keep it Going	Praise and Compliment 10 People Today	☐	MAKE IT HAPPEN 1. Praise actions and effort. 2. Focus on character traits. 3. Be specific and authentic.
3 Wednesday You're on a Roll	Only Say Positive Things Today—No Complains	☐	
4 Thursday This Will Be Fun	Find Small, Thoughtful Ways to Make 5 People's Days	☐	
5 Friday Finish Strong	Make 3 People Feel Like They Are Celebrities	☐	MAKE IT HAPPEN 1. Ask thoughtful questions. 2. Listen with great interest. 3. Offer help in some way.
6 Saturday Bonus Game	Imagine Switching Places With Everyone You See	☐	MAKE IT HAPPEN 1. What's their life like? 2. What makes them smile? 3. What do they need?
7 Sunday Reflect	Take a Picture of Everything You're Grateful For	☐	MAKE IT HAPPEN 1. Text someone a thank you. 2. Call someone to check in. 3. Pause throughout the day.

LEE SILBER is keynote speaker on self-confidence. Share your 7-day experience with Lee via text 858-735-4533

2
Tuesday
Keep it Going

Praise and Compliment 10 People Today



- MAKE IT HAPPEN**
- 1. Praise actions and effort.
 - 2. Focus on character traits.
 - 3. Be specific and authentic.

Only brush the teeth you want to keep.

H A R V E Y S I L B E R



TEACH

Great leaders lead by example and develop the next leaders.

My take, it doesn't take that much to make people say wow. It's just a little more than what we're doing now. Let's push ourselves to do that one more thing that makes every person say Wow!

LEE SILBER

TOAST

To Making Every Interaction
We Have a “Wow!” Moment

leesilber@leesilber.com • 858-735-4533



ASCENT 2026 ORLANDO

FREE RESOURCES

Scan the code and view or download related resources for free. No strings attached.



- leesilber.com
- leesilber@leesilber.com
- 858-735-4533

