

Viking[®]



Brand Renewal Idea Cards

Generating lively discussions,
facilitating engaging activities,
and role-playing customer scenarios

Purpose of this activity:
Encourage participants to generate helpful and creative solutions for customers.

Activity: Make my life easier!

We have an incredible opportunity to make our customers' lives easier! The purpose of this exercise is to use our creativity to generate helpful solutions that solve customer problems. This activity could be done in teams or as individuals. The leader selects one customer challenge from the list below. In 30 seconds, see how many solutions each individual or team can come up with to solve the selected challenge. This could be done on a whiteboard as a group, or on paper for individuals or small teams. A few examples are given under #1 below.

1. Prepare a big presentation. (examples below)

-- PAPER

-- TONER FOR THE PRINTER

-- AN ATTRACTIVE BINDER OR PORTFOLIO

-- PROJECTOR, AND A FRESH BULB

-- WHAT ELSE?

2. Send out a mailing to a customer list.
3. Set up an archive for old files.
4. Move my office into a new space.

5. Set up a home office.
6. Eliminate clutter from my workspace.
7. Manage my time better.
8. Make my workspace look more professional.
9. Help me work efficiently from any location.
10. Help my customers feel more welcome.
11. Organize my paperwork.
12. Keep more efficient records.
13. Find new customers or clients.
14. Hire a new employee.
15. Promote a new product or service.

Debrief: Lead a short discussion that debriefs the exercise. Ask for volunteers to share their answers and encourage group conversation. Who had the most original solution? Who came up with the longest list?

If time allows, pick another challenge from the list and do the exercise again.

Purpose of this activity:

Allow participants to practice providing solutions to a customer, even if the customer doesn't know what they need.

Role-Play: Solve my problem!

Viking provides helpful and creative solutions to challenges, even when our customers aren't sure what they need.

This exercise could be done in a small group of 3 – 5 people, or in a larger group by dividing into teams. One person is the small business owner. The others are Viking associates. The SMB owner picks a number between one and ten. The number they pick corresponding to the number below is the challenge they are facing today as an SMB owner. They are calling Viking to get help with this challenge. The associates can practice asking the right questions and offer solutions to solve the challenge.

1. Moved into a new office or location.
2. Big presentation tomorrow for a new client or customer.
3. Needs to create a display that highlights a new product.
4. Hired a new employee and has no supplies or materials for them.

5. Wants to find a way to be more “green” with their office supplies.
6. Just starting a new complicated project and needs to get organized fast.
7. Needs to send a letter to a mailing list of 500 people.
8. Manages a virtual team of 5 employees and needs efficient ways to make sure they have appropriate supplies and material.
9. Office was damaged by a recent flood. Now what?
10. Has recently changed operating hours and needs to communicate that information to customers.

Debrief: Lead a short discussion that debriefs the exercise. What creative solutions were provided? Did the SMB owner feel like they were supported? What other questions could have been asked?

If time allows, switch roles and repeat the exercise.