

# MODERN MEETING AGENDA

## Topic: Money Back Guarantee Implementation

August 10, 2011 (West Room 5A)

10:00 a.m. – 10:40 p.m.

**Meeting Leader and Decision Owner:** Alex Cespedes, VP Marketing

**Decision:** After careful deliberation, I've determined that we should offer a money back guarantee with all of our current core training products.

**Attendees:** Alex Cespedes, VP Marketing  
Christina Doe, National Sales Manager  
Rhett Silverstein, Director Customer Care  
Marty Vinick, Accounting

**Please read:** *The Effects on the Call Center* report created by Rhett (attached)  
My detailed memo on our competitive position in the marketplace (attached)  
The details of the proposed Money Back Guarantee (attached)

**Objective:** To arrive at a final redemption protocol for the MBG, and select adequate restrictions that mitigate the risk posed to our Customer Care Center.

**What's at stake:** Our industry is quickly commoditizing, and we need bold action to differentiate ourselves from the competition or risk falling behind. A money back guarantee will be a great competitive advantage. But this move is not without issues, it may pose some difficulties to our customer care center. We must resolve this decision quickly or our competitors may move before we do.

**Background:** I initially proposed this idea to our leadership team, and informed them that if we were to move forward, I would take the responsibility and accountability for this project and its implementation.

I've since discussed this decision thoroughly with several people one-on-one: Christina, National Sales Manager who has fully supported that this move is exciting and necessary. Rhett, our Director of Customer Care has also consented to this move, but not without some serious concerns on the increase in volume and overhead on our call center. Bill Strickland, Finance has done an intensive cost/benefit analysis and concludes he is in favor of the decision, but also sees potential concerns regarding increased call volume to the call center (though he is willing to accept whichever decision is agreed upon and will not attend).

In this meeting we'll debate the seriousness of the costs posed to the Customer Care Center and decide on what restrictions to the MBG are necessary. We'll also debate the specific protocol for redemption to mitigate the potential risks. I'm also adding Marty from accounting to this meeting who has had specific experience with money back guarantees at his previous employer. Years ago he implemented a money back guarantee successfully. His expertise will be invaluable to the debate.

### Please sign this pledge and bring to the meeting

1. I agree to show up on time.
2. I agree to NOT grandstand, ramble, create diversions, stall, blame, or attack.
3. I agree to change my mind or point of view if presented with a compelling argument.
4. I agree to work in the self interest of the group, not just myself, my department, or my team
5. I agree to boldly commit to actions, and then follow through on their completion
6. I agree to not attend, if I don't feel my presence will add value. I won't worry about upsetting others.
7. I agree to prepare in a way that is worthy of the time we'll be spending at this meeting.

Signature X \_\_\_\_\_