SENSORY PACKAGE CHECKLISTS

When looking at other businesses, pay attention to:

- ☐ The name, logo, colors, and shapes used throughout - Examine them closely
- ☐ The business' location/neighborhood and surrounding area
- ☐ The facility and the environment inside
- ☐ The business' website and/or social media profiles
- ☐ Phone etiquette
- ☐ How employees interact with each other and their customers
- ☐ What employees and customers are wearing
- ☐ The look and feel of printed materials and mailers
- ☐ The look, feel, smell, taste, and/or sound of products or services

When looking at your current sensory package and/or creating a new one, think about:

Your Brand Name and Overall Look

- ☐ Is your name recognizable?
- ☐ Does it reflect what you do and/or your core values and mission?
- ☐ What does your logo look like? Is it unique enough to stand on its own?
- ☐ What colors are used in your branding?
- ☐ Do you use them consistently within your marketing materials?
- ☐ Consider the same for shapes.

Your Facility Inside and Out

- ☐ Is your building and/or signage easy to see?
- ☐ What's the parking situation like?
- ☐ What do you hear and smell upon arrival?
- ☐ Is it clean inside and out?
- ☐ Is it too hot or cold inside?
- ☐ What do the colors used in your decor say about your business?
- ☐ Is the lighting appropriate?
- ☐ Would customers feel comfortable here?

Employee Phone Etiquette When Calling as a Customer

- ☐ Is your call answered in a timely manner?
- ☐ How are you greeted?
- ☐ If you are put on hold, what do you hear? Will you stay on the line?
- ☐ What is the tone of voice of the employee like?
- ☐ Do you feel like your needs are taken care of?

Your Employees

- [ ] Does it appear that they enjoy their jobs?
- [ ] Does it seem that they are truly interested in the customer and assisting them with their needs?
- [ ] Are they dressed appropriately for the job?
- [ ] Do they treat others politely, professionally, and with respect?
- [ ] Would customers want to do business with them?

When Using Your Website as a Customer

- [ ] Is it easy to find with search engines like Google?
- [ ] Does it load quickly?
- [ ] Is it easy to navigate and find what you need?
- [ ] How do the colors, images, and text that appear on the homepage make you feel?
- [ ] Is there enough information or too much?
- [ ] Is the search feature helpful?
- [ ] Are the graphics/videos distracting?
- [ ] What does it say about your business?
- [ ] Does it look consistent between different browsers and monitors?

Mail Yourself Some Printed Materials

- [ ] What was its condition upon arrival?
- [ ] Did it arrive in a timely manner?
- [ ] What does the paper look and feel like?
- [ ] Was your address printed or hand-written?
- [ ] What does your logo look like? How does it make you feel?
- [ ] Do these materials address your questions and appeal to your emotional needs as a customer?
- [ ] Will you keep these items? Will you act on them?

Other Points to Consider

- [ ] What do your products look, feel, taste, smell, and/or sound like?
- [ ] Are services delivered as promised?
- [ ] What do these things say about your business?
- [ ] Do you feel that the overall experience is presenting the message you want customers to receive?