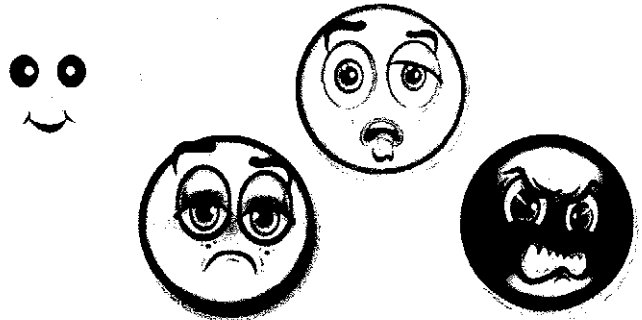


How Would YOU like to be your own customer?

- ❖ Within 7 seconds of contact, a customer forms 11 impressions about you and your organization...

1. Appearance
2. Attitude
3. Knowledge of materials
4. Personality
5. Capability
6. Interest
7. Ambitious
8. Competency
9. Happiness
10. Trustworthiness
11. Quality of work you and organization do



- ❖ ... And they make one of 3 decisions:

1. Dislike you
2. Indifferent
3. Like you

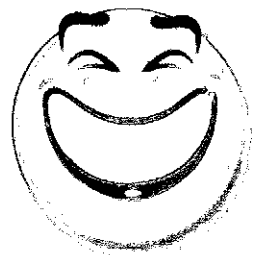
- ❖ Your **attitude** is the first key to customer satisfaction
- ❖ Your **actions** are the second key to customer satisfaction

- ❖ **Customers leave for the following reasons:**

- 1% Die
- 3% Move
- 5% Friendship w/ someone else and they follow
- 9% Competition
- 14% Dissatisfaction (by the customer)
- 68% Attitude of Customer Service and Representatives

- ❖ **STAYING POSITIVE**

1. "If you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself."
2. **Try to skip the news** – or listen selectively
3. **Challenge yourself** to find something to like about everyone you are in contact with that day
4. **Reward yourself** – the same day – every time you do an outstanding job! (Don't expect it from others. Do it for yourself)
5. **Keep Glory files** of thank you letters and every compliment you receive, no matter how small – review it often!
6. **Avoid complainers and critics**



- ❖ **Tackling the telephone – master the B A S I C S**

- B** – Brain (People will not hear you unless they believe you) Know your product/situation
- A** – Answer the phone within 2 – 3 rings (Greet people in person within 15 – 20 seconds)
- S** – Say their name (Always get their name!!!) Say their name 1st while introducing yourself.
- I** – Indicate action
- C** – Courteous
- S** – Smile appropriately – Sense your customer's mood.



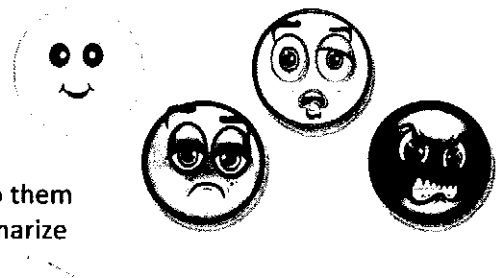
**Never leave a person ON HOLD more than 30 seconds without getting back with them!
ALWAYS call back even when you don't have an answer.
NEVER LEAVE THEM HANGING!!**

❖ **Winning Over Rude Callers – People in Person**

- **Give your “5-star” attitude**
 - ✓ Sit up straight or Stand
 - ✓ Breathe, energize (Don't freeze up)
 - ✓ Eliminate all distractions
 - ✓ Be extremely patient
 - ✓ Be efficient
- **Make a personal connection**
 - ✓ Exceptional courtesy
 - ✓ Establish rapport
 - ✓ Empathize (Understand what they are telling you)
 - ✓ Transfer the call – NOT the caller
- **Act Quickly**
 - ✓ Clarify
 - ✓ Confirm
 - ✓ Offer Choices
 - ✓ Offer a call back
- **Ask how else you can help**
 - ✓ Offer additional actions (Think outside the box)
 - ✓ Ask any additional questions
- **Just Do It!!**
 - ✓ Do what you say
 - ✓ Do it immediately if you gave a time limit
 - ✓ Call back with updates
 - ✓ Call back to ensure satisfaction



- ❖ You can control their mood through your tone and reaction to them. **AVOID mirroring their mood!!!**



If someone is angry – **LET THEM VENT** and take mental notes. Refer to them by name! **Only interrupt if they are going too fast or repeating.** Summarize using their words. That way there is no mistake in what was said.

Complaints are gifts – We wouldn't be in business without them!

Cheer mistakes – Without error – you FAIL!!

To succeed – Step into the unknown!

If you didn't have ups and downs in life... you'd be dead!

