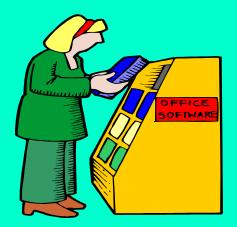


GOLDEN RULES TO GREAT CUSTOMER SERVICE

Presented by Bill Huninghake & Rich York







THE GOLDEN RULE

DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU.

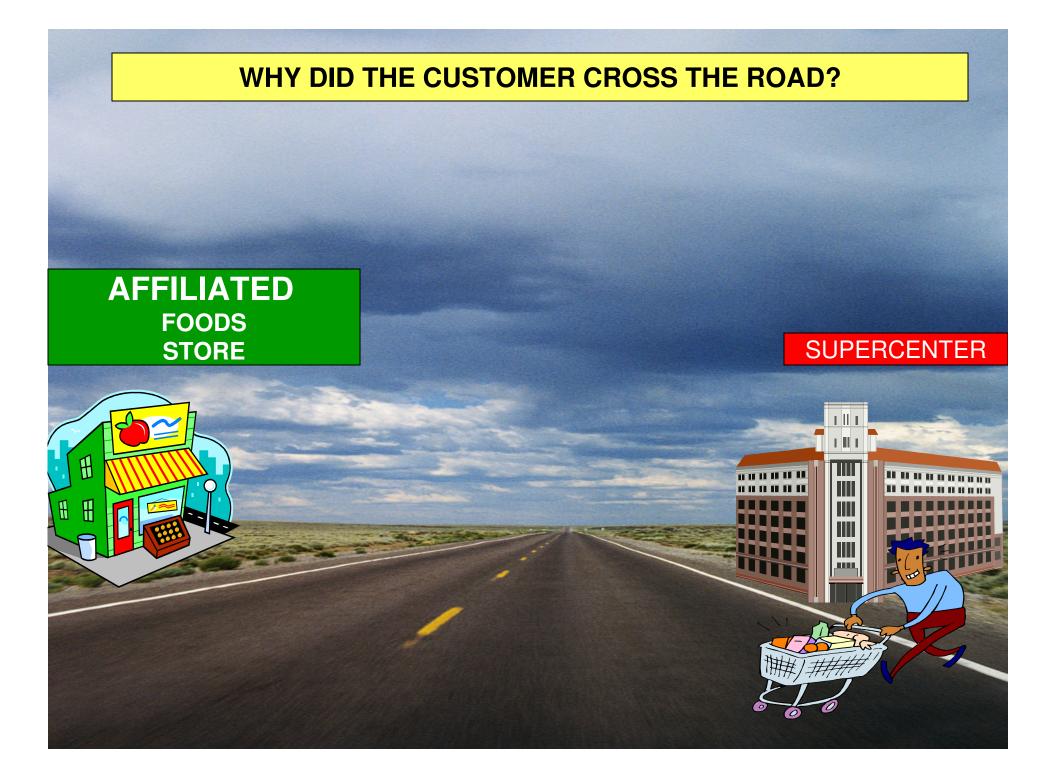
GOLDEN RULES TO GREAT CUSTOMER SERVICE

- 1. A CUSTOMER IN NEED IS A CUSTOMER INDEED.
- 2. HIRE PEOPLE WITH GOOD CUSTOMER SKILLS
- 3. TRAIN YOUR EMPLOYEES ON STORE POLICIES.
- 4. CROSS TRAIN YOUR EMPLOYEES.
- 5. TRAIN YOUR EMPLOYEES HOW TO BUILD RAPPORT.
- 6. KNOW YOUR CUSTOMERS NAMES AND USE THEM.

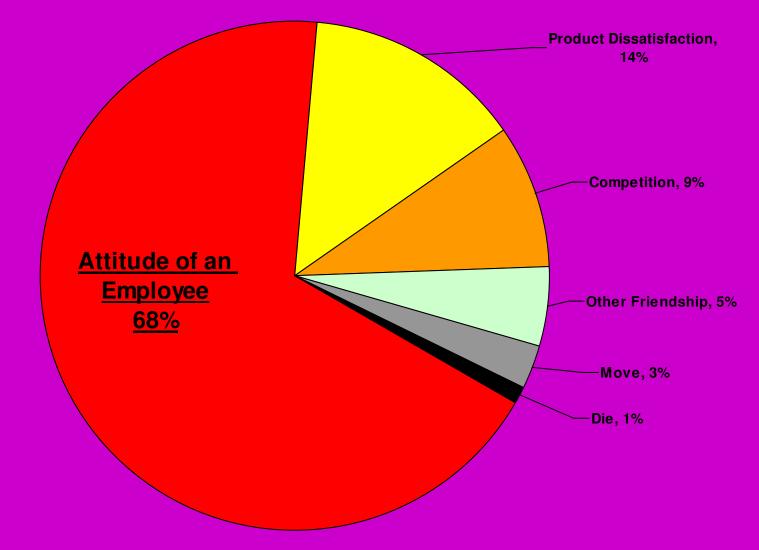
- 7. TRAIN YOUR EMPLOYEES HOW TO ASK OPEN ENDED QUESTIONS.
- 8. INSTILL A SENSE OF URGENCY IN HELPING CUSTOMERS.
- 9. TRAIN YOUR EMPLOYEES HOW TO HANDLE ANGRY CUSTOMERS.
- 10. DON'T LET AN UNHAPPY CUSTOMER LEAVE YOUR STORE.

WHAT IS YOUR GOLDEN EGG?

- IMPROVE CUSTOMER RETENTION
 COMMUNITY INVOLVEMENT
 INCREASE NEW CUSTOMERS
 FRIENDLIEST PLACE AROUND
 BEST PERISHABLES IN TOWN
 - 6. BEST MEAT DEPARTMENT AROUND



Why Customers Quit Shopping Your Store



FIRST GOLDEN RULE

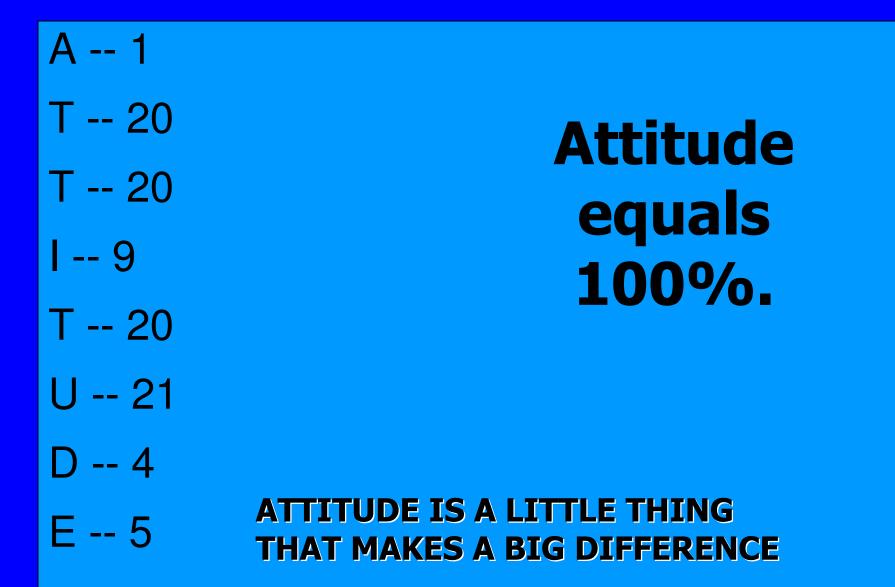
A CUSTOMER IN NEED IS A CUSTOMER INDEED

When there is not much difference between your product and the product of your competitor, there needs to be a **BIG** difference in the quality of service you provide your customer.

SECOND GOLDEN RULE

HIRE PEOPLE WITH GOOD CUSTOMER SERVICE SKILLS

ABCDEFGHIJKLMNOPQRSTUVWXYZ



HOW TO HIRE GREAT EMPLOYEES:

Seek out the great employees who already work for you. Interview them, find out what makes them tick. Write profiles of great employees. Find out what qualities they have in common. Then look to hire people with the same qualities.

THIRD GOLDEN RULE

TRAIN YOUR EMPLOYEES ON STORE POLICIES

BE THE EXAMPLE FOR YOUR EMPLOYEES TO EMULATE.

DON'T ASK YOUR EMPLOYEES TO DO SOMETHING YOU WOULDN'T.

EXAMPLE POLICIES

- Visit with customers
- No whispering
- Walk the customer to product
- Don't get in the customer's way when working in the aisles
- 10 ft rule Greet the customer
- 2 is company but 3 is a crowd more than two in line call for help
- 3 sacks = mandatory carry out
- Thank the Customer no matter what

FOURTH GOLDEN RULE

CROSS TRAIN YOUR EMPLOYEES

Provide opportunities for employees to learn.

The kind of employees you want are the kind who want to learn. Good workers improve their skills in many areas of work and life. They can either do it on their own, and be more inclined to go elsewhere for continued challenge and learning, or they can learn under your auspices, and develop close ties to your organization while they do.

- Communicate the task. Describe exactly what you want done, when you want it done, and what end results you expect.
- Furnish context for the task. Explain why the task needs to be done, its importance in the overall scheme of things, and possible complications that may arise during its performance
- Determine standards. Agree on the standards that you will use to measure the success of a task's completion. These standards should be realistic and attainable.

FIFTH GOLDEN RULE

TRAIN YOUR EMPLOYEES HOW TO BUILD RAPPORT WITH THE CUSTOMER

Teach your employees how to create excellent customer service through human interaction

- All customers are greeted politely and courteously.
- Create an atmosphere of friendliness throughout each customer interaction.
- Professionalism is displayed through word and deeds.
- Show empathy and understanding for a customer with a problem
- All customers are treated fairly in every interaction with the store
- Conduct yourself with tact

SIXTH GOLDEN RULE

KNOW YOUR CUSTOMERS NAMES AND USE THEM



Use the following to build positive relationships with your customers

- KIDS NAMES
- ACHIEVEMENTS
- HONOR ROLL
- MARRIAGE
- NEW CAR
- HAIR STYLE CHANGE

**STAY AWAY FROM PERSONAL SENSITIVE SUBJECTS

EVERYONE HAS AN INVISIBLE SIGN HANGING FROM HIS OR HER NECK THAT READS "MAKE ME FEEL IMPORTANT," **NEVER FORGET THIS WHEN** WORKING WITH PEOPLE.

SEVENTH GOLDEN RULE

TRAIN YOUR EMPLOYEES HOW TO ASK OPEN ENDED QUESTIONS

Open-ended questions are questions that encourage people to talk about whatever is important to them. They help to establish rapport, gather information, and increase understanding. They are the opposite of closed-ended questions that typically require a simple brief response such "yes" or "no."

Examples of open-ended questions:

- How can I be of help?
- • Would you tell me more about ____?
- • Could you help me understand ____?
- What are the good things and the less good things about ____?
- What do you think you will lose if you give up ____?
- • What have you tried before?
- • What do you want to do next?

Affirmations

Affirmations are statements and gestures that recognize client strengths and acknowledge behaviors that lead in the direction of positive change, no matter how big or small. Affirmations build confidence in one's ability to change. To be effective, affirmations must be genuine and congruent.

Examples of affirmation statements:

- Thank you for ...
- I really like the way you ...
- That was a very creative how you ...
- · You showed a lot of self-control in the way you ...
- It may not seem like much, but I think it was very impressive how you ...
- · You have a real gift for ...

"TO GIVE REAL SERVICE YOU MUST ADD SOMETHING WHICH CANNOT BE BOUGHT OR MEASURED WITH MONEY, AND THAT IS SINCERITY AND INTEGRITY"

-Donald A. Adams

EIGHTH GOLDEN RULE

INSTILL A SENSE OF URGENCY IN HELPING CUSTOMERS

WHAT DO THESE CUSTOMERS HAVE IN COMMON?









EDUCATE YOUR EMPLOYEES ON FIVE PRINCIPLES OF A GOOD EMPLOYEE

- URGENCY
- OWNERSHIP
- LEARN-BY-DOING
- LIFELONG LEARNING
- MOTIVATION

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong

NINTH GOLDEN RULE

TRAIN YOUR EMPLOYEES HOW TO HANDLE ANGRY CUSTOMERS

NEVER ARGUE WITH A CUSTOMER.

LISTEN!

CLOSE YOUR MOUTH AND LISTEN!!

WHEN THAT DOESN'T WORK.....



APOLOGIZE

Saying I'm sorry will often times reduce anger. Apologies even if it was not your fault.



Defusing Angry Customers using the LARSON approach

- Listen let them vent. Empathize, take notes
- Agreement find areas of agreement
- Repeat/Restate use the customers words for clarification of issue
- Seek Resolution Ask what can be done to resolve the problem
- Offer a sincere apology We're sorry this happened and if were responsible we will make it right
- Now solve the problem immediately

THE FOUR R'S

- REPEAT
- REVIEW
- RESPOND
- RESOLVE

TENTH GOLDEN RULE

DON'T LET AN ANGRY CUSTOMER LEAVE YOUR STORE

10 WAYS TO BUILD CUSTOMER LOYALTY

- 1. Take ownership of your customer's problem. Even if you are not the cause of it.
- 2. Follow up with every customer who was upset or had a difficult problem.
- 3. Ask yourself with every customer interaction you have, "If this were me, what would I want?"
- 4. Thank your customers and co-workers every chance you get!
- 5. Fax articles or other materials to your customers if you think they can benefit from the information.

10 WAYS TO BUILD CUSTOMER LOYALTY (Continued)

- 6. Remember personal details about your customers such as birthdays, children's names and accomplishments.
- 7. SMILE every time you are on the telephone.
- 8. Look for ways to bend the rules and remove service obstacles.
- 9. Time is a person's most precious commodity. Respect your customer's time and schedule.
- 10. Provide your customers with respect, friendliness, and knowledge, and oh, yes, the products and services you sell.



COMPARING A KNIGHT IN SHINING ARMOR TO A CUSTOMER SERVICE REPRESENTATIVE





WE CONTROL OUR OWN DESTINY AND WE WILL GET THE RESULTS WE WANT BY WORKING THE GOLDEN RULES

THANK YOU FOR SPENDING TIME WITH ME TODAY

THE END

