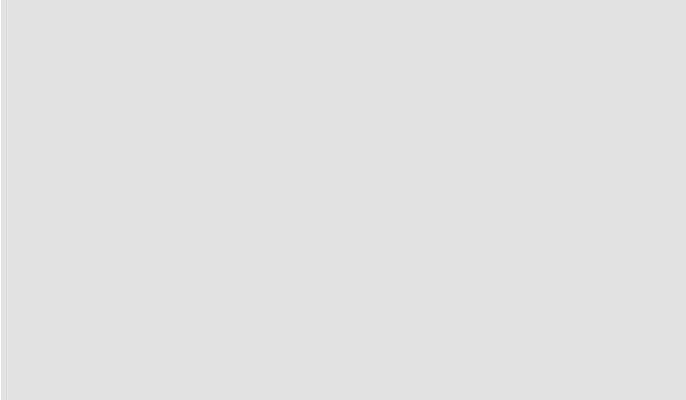
**Customer Service Truths**



1. Customers aren’t concerned about \_\_\_\_\_\_\_ problems

2. Customers respond to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer service.

3. Customers are \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

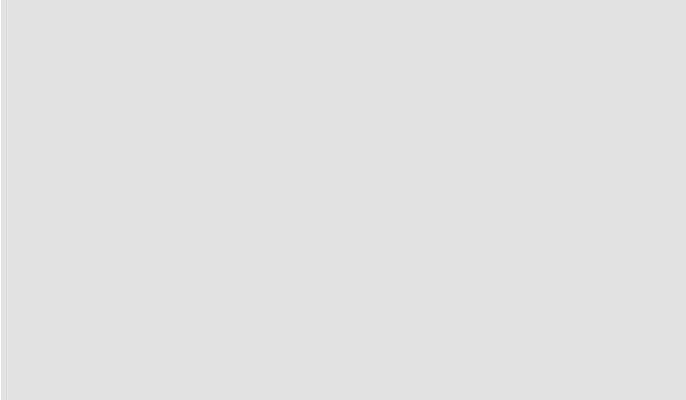
4. Customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are:

* Do it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Do it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Watch my \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Customers have long \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6. Customer service starts with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers.

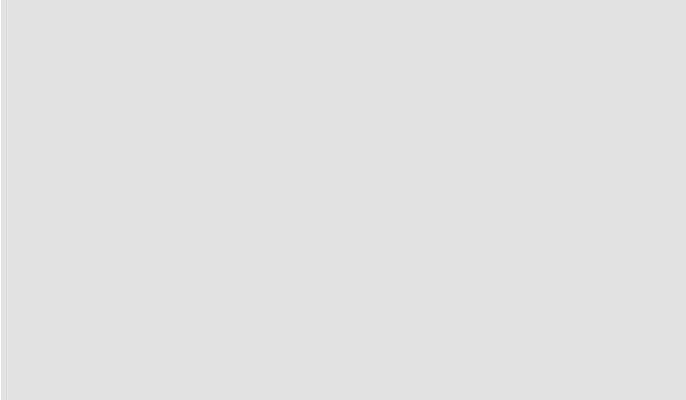
7. Customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ determines customer loyalty.



*“Good service leads to multiple sales. If you take good care of your customers, they will open doors you never could open by yourself.”*

– Jim Rohn

**Customer Service (Turn Offs)**



X Inattentive behavior (\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

X Non-professional \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

X Lack of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (going through the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

X Lack of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

X Lack of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

X Slow response (no sense of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

X \_\_\_\_ “personalized” service.

X Employees who \_\_\_\_\_\_\_ like they would rather be \_\_\_\_\_\_\_\_\_\_ but at \_\_\_\_\_\_\_\_\_\_\_\_\_.

X \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ not perceived.

X \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to other employees.

X A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that is not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

X Not handling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ properly.

X Unsatisfactory \_\_\_\_\_\_\_\_\_\_\_ for price paid.

X Lack of \_\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_\_\_\_ needs.

X Poor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ etiquette.

**The Customer Service Self-Test**

1 – never; 2 – rarely; 3 – sometimes; 4 – frequently; 5 – always

\_\_\_\_\_ 1. Our company is totally committed to creating satisfied customers.

\_\_\_\_\_ 2. We use technology to assist our customers in their decision

making process.

\_\_\_\_\_ 3. Serving customer needs takes precedence over internal needs.

\_\_\_\_\_ 4. Each person in our company talks to customers at least weekly.

\_\_\_\_\_ 5. We add lagniappe to our customers’ buying experience.

\_\_\_\_\_ 6. We deliver what we promise.

\_\_\_\_\_ 7. We actively seek complaints.

\_\_\_\_\_ 8. We eliminate procedures that do not add value for our customers.

\_\_\_\_\_ 9. We clearly understand what our customers expect from our

company.

\_\_\_\_\_ 10. We consistently show our customers that we care about their

business.

\_\_\_\_\_11. Our employees are experts in the products we sell.

\_\_\_\_\_ 12. We treat our employees with dignity and respect.

\_\_\_\_\_ 13. We study our competitors for ideas on how we can do things

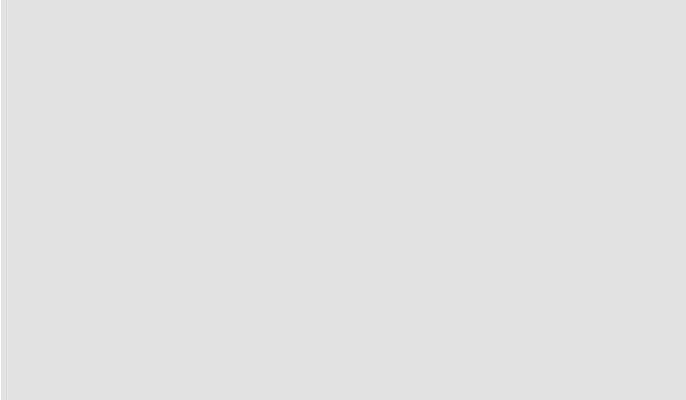
better.

\_\_\_\_\_ 14. We study our competitors for ideas on how we can do things

better.

\_\_\_\_\_ 15. We reward customer loyalty.

**Top Ten Customer (Turn On’s)**



1. Treat me with \_\_\_\_\_\_\_\_\_. I am a customer, not an \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_.

2. Follow through on your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3. Communicate with me about both the \_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_.

4. Talk to me without \_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_!

5. Answer the phone quickly... and get back to me when you \_\_\_\_\_ you will.

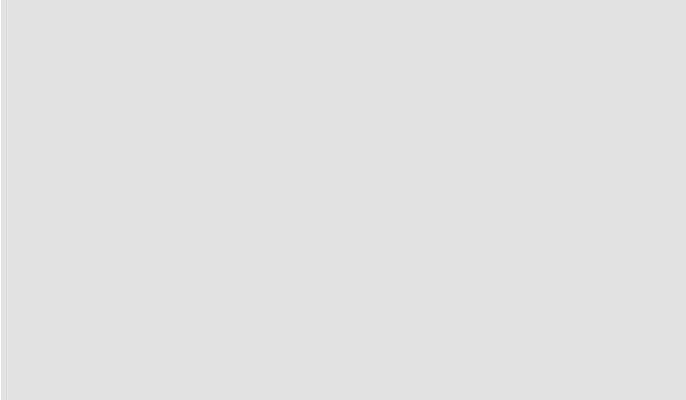
6. Provide \_\_\_\_\_\_\_\_\_\_\_ when we have a \_\_\_\_\_\_\_\_\_\_\_\_\_.

7. Allow me to talk to someone in \_\_\_\_\_\_\_\_\_\_\_ when there is a \_\_\_\_\_\_\_\_\_\_\_\_.

8. Clearly state what I should \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_.

9. Know \_\_\_\_\_\_\_\_\_\_\_ about your \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_.

10. Be a customer advocate. Show \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.



*“*Success is the doing, not the getting; in the trying, not the triumph. **Success is a personal standard, reaching for the highest that is in us**, becoming all that we can be. If we do our best, we are a success.”

– Zig Ziglar

**Customer Service Excellence**

**Seven Essential Attitude Shifts for Quality Customer Service**

1. Move from the attitude of being \_\_\_\_\_\_\_\_\_\_\_ to the attitude of

being the recognized \_\_\_\_\_\_\_\_\_\_\_\_\_.

2. Move from the attitude of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ responsibility to

\_\_\_\_\_\_\_\_ effort.

3. Move from the attitude that customer service is someone

\_\_\_\_\_\_\_\_\_\_ concern to customer service is \_\_\_\_\_\_ concern.

4. Move from the attitude that \_\_\_\_\_\_\_\_\_\_ employees have

customers to the attitude that \_\_\_\_\_\_\_ employees have customers.

5. Move from the attitude of solving a \_\_\_\_\_\_\_\_\_\_\_\_\_ to the attitude

of creating an \_\_\_\_\_\_\_\_\_\_\_\_ to establishing trust in the company.

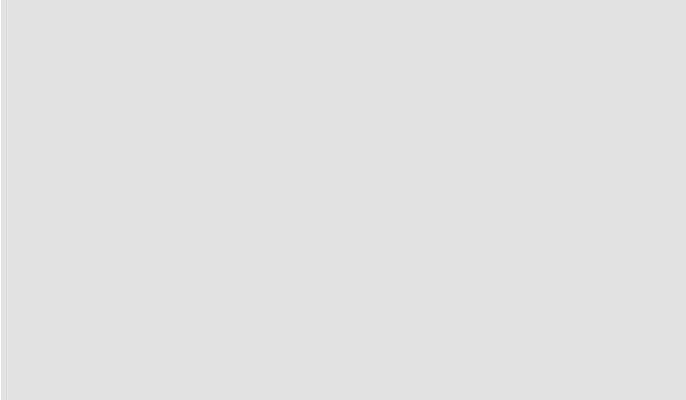
6. Move from the attitude of \_\_\_\_\_\_\_\_\_ are a cost of doing business

to you never have \_\_\_ \_\_\_\_\_\_\_\_\_ chance to make a first

impression.

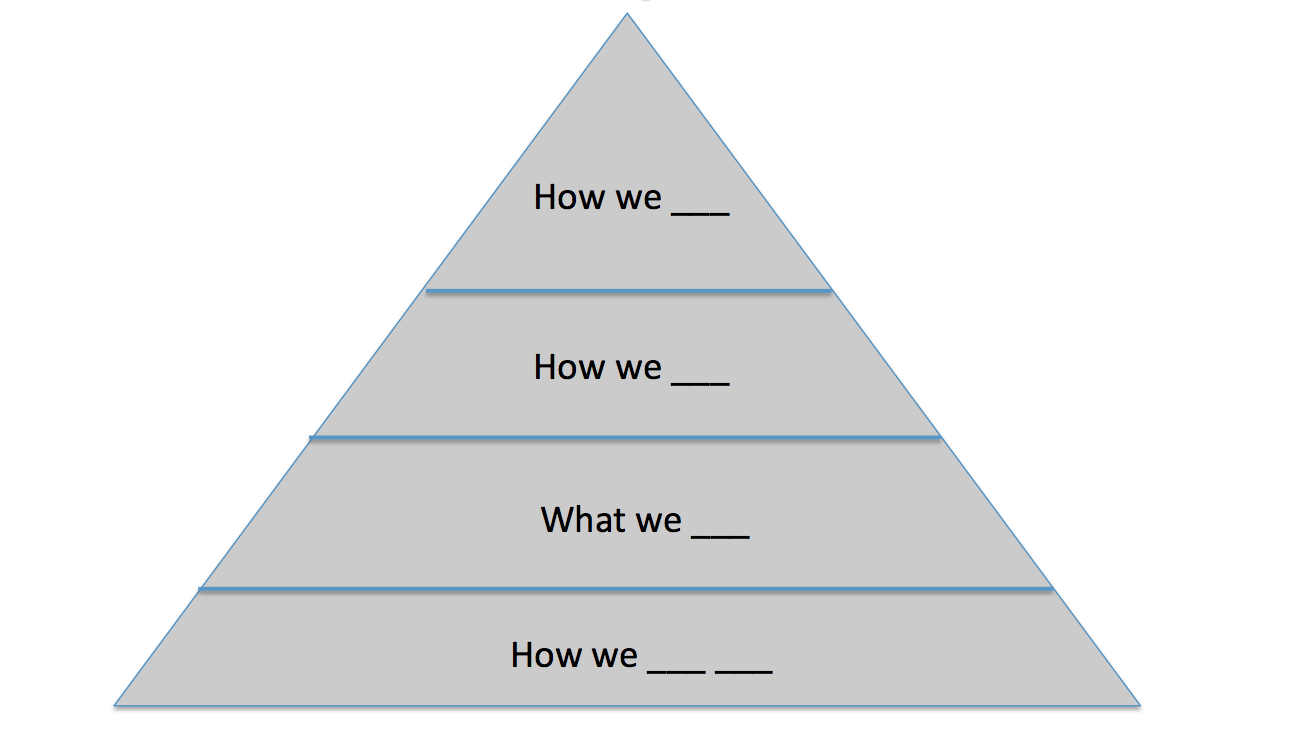
7. More from the attitude of if it’s \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_, why fix it to the

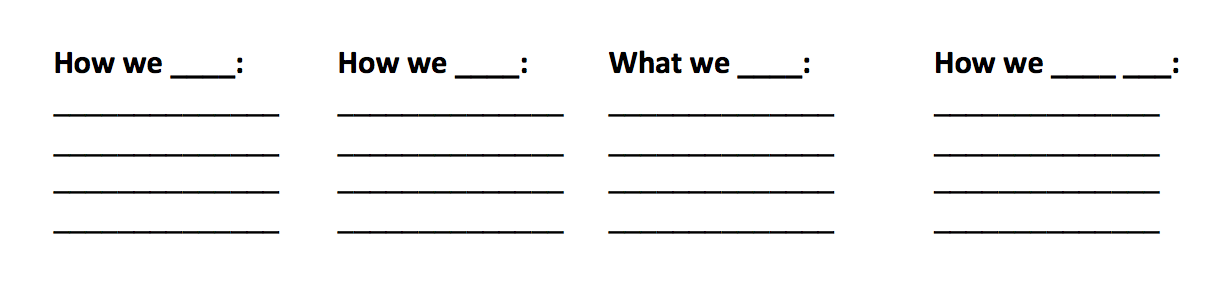
attitude of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ improvement.



*“One customer, well taken care of, could be more valuable than $10,000 worth of advertising.”*

– Jim Rohn



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Thanks

for

Coming!

Tha-tha-that’s all folks!!!