



The Leadership Institute

Lighting the Way

W.O.W.* WITH CUSTOMER SERVICE

©afcp 2009

**Written by
Diane Ciotta
The Leadership Institute**



*** What...hOw...Why?**

Participant Module



The Leadership Institute

Lighting the Way

WOW WITH CUSTOMER SERVICE

"Inspiring Dreams, Realizing Potential"

TL1106;03/24/08;JDH

WELCOME

WHAT PUTS THE WOW IN CUSTOMER SERVICE?



1. Welcome

2. Today's Topics

- What puts the W.O.W. in exceptional Customer Service
- how to put the W.O.W. in exceptional Customer Service
- Why put the W.O.W. in exceptional Customer Service

3. What puts the W.O.W. in exceptional Customer Service?

PASSION

As the saying goes... *"if you have a passion for what you do...you'll never work another day in your life."*

ATTITUDE

Good techniques can be trained;
Good experience can be gained;
But a good attitude must be self maintained!



WOW WITH CUSTOMER SERVICE

HOW TO PUT
THE WOW IN
CUSTOMER
SERVICE



FOCUS

We know that *we never get a 2nd chance to make a great 1st impression...*but how often do we think about that before we meet a new prospect?

COMMON SENSE

Great customer service is just plain common sense!
Problem is: "common sense" isn't so "common" anymore.

4. how to put the W.O.W. in exceptional Customer Service!

BE AVAILABLE

Technology can be a very efficient tool but nothing replaces a live conversation with a new or existing client. *Answer your phone if you can and call or visit in person whenever possible.* Otherwise, return voice mail messages & reply to emails promptly.

WOW WITH CUSTOMER SERVICE

LISTEN

DON'T
RATIONALIZE

DELIVER



LISTEN

Maybe you've heard... *"we have two ears & one mouth...we're to use them in that proportion!"*

DON'T RATIONALIZE

If you hear yourself saying; *"that's not necessary"* or *"they're not really worth it,"* etc... you're probably justifying the most important part of the sales process: *your relationship with your client!*

DELIVER

The further we extend...the more they expect!
Develop a habit to: *under promise & over deliver!*
You'll feel great about exceeding your client's expectations and they'll be thrilled with you ability to surpass your own standard.



WOW WITH CUSTOMER SERVICE

WHY PUT THE
WOW IN
CUSTOMER
SERVICE?



5. Why put the W.O.W. in exceptional Customer Service?

CUSTOMER CREED

People don't care how much you know...until they know how much you care!

Even as a new sales consultant, you can out-care veterans with more experience or better product knowledge that are with your company or selling for the competition.

TAKE ONE FOR THE TEAM

Nobody likes to hear; "that's not my department".

Dale Carnegie says in his famous book How to Win Friends and Influence People...that if you blame 'the other guy' your customer will become more enraged yet if assume responsibility even when it's not your fault, your customer will respond positively.

WOW WITH CUSTOMER SERVICE

THAT LITTLE THING

THAT LITTLE THING

We all know what happens when we take the “extra” out of “extraordinary”. It’s not about giving the cheapest price...it’s really about giving ‘extraordinary’ value!

FREEBIES

FREEBIES

No mugs...no umbrellas...not a copy of your publication!
The best thing you can leave with a prospect or client is a good impression! That’s what they get when you WOW them with exceptional customer service!

THANK YOU!



On behalf of The Leadership Institute, thank you for attending this class. We believe that the continued growth of the free paper industry begins with a well-trained, energized sales force.

For more information on TLI’s course offerings, check out the afcpconference.org website.

"I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen."

—Frank Lloyd Wright

WOW WITH CUSTOMER SERVICE

