

**Become Legendary:
20 Methods to Turn
Satisfied Customers into
Hard-Core Raving Fans**

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**“Do it so well that
they will want to
come back, and
they will bring
friends” - Walt
Disney**



1. Be Great At What You Do

- Only accept and do work that you can perform exceptionally well
- Decide to become excellent and do not tolerate mediocrity
- Stop doing things that are stupid

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2. Measure

- People will naturally do better when you keep score
- If you don't know what you are doing wrong, how do you get better?
- Fix things when they do not measure up
- Your customers will tell you what you are doing wrong, if you ask
- cust care plus.ppt

3. Keep In Touch

- High volume, important commercial customers need personal visits
- Teach your customers how to be good customers
- Set up a frequent buyer program
- 91% of customers who've had a problem say nothing . . . To YOU!

4. Happy Employees make Happy Customers

- Reward those who do well
- Be polite to them and they'll be polite to customers. If they are not, find someone else
- Keep the workplace visibly appealing and clean
- Keep vehicles in good working order
- If you want to attract superstars, pay them well
- When asked on surveys why they liked a job?
 - Most answered . . . they care, nice place to work, and they treat me well

5. Make Everyone the Customer Relations Manager



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Complaint = Opportunity

- 1 complaint = 26 who never tell you Univ. of N. Dakota
- 96% don't complain, 91% of those don't return Study by the Gartner Group
- Repeat Sales Probabilities Harvard University
 - Existing Customer 60% to 70%
 - New Customer 5% to 20%

6. The Customer is Always Right Most of the time

- No matter how isolated the problem may be to you, to that customer, you screwed up 100% of the time
- Apologize, then fix it, right now
- Sometimes you just have to say no
- You can't have all the customers
- You don't want all the customers

Complaining Customers

- Represent customers who say nothing
- Identify problem areas
- After talking to you, they talk to everyone else
- Tell you why people should not buy from you
- Give you information to help handle objections from future prospects

7. You Can't Provide Good Service if You or Your Employees Believe That Your Products are Junk

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8. Practice Makes Perfect

- Not everyone is born with good communications skills
- Script out what you want them to say and have them practice with you

Sample of a Script

The Greeting

- Knock on the door, if they do not respond then ring the bell.
- Remove sunglasses before you get to the door
- Greet them with a smile and a practiced script
 - *While handing over business card say "Hello Mrs. Smith my name is Frank and I'm with AAA Service Company, I understand you called about your furnace"*
 - *May I come in? Compliment them on their home while putting on shoe covers.*
 - *Confirm with them that they spoke to "jenny" on the phone and then explain service fees, warranty etc.*
 - *Mention any specials that they may qualify for Senior discount, etc., Service Contracts etc*
 - *Confirm method of payment*
- Ask the customer to explain or demonstrate the problem in detail. Let them talk, don't interrupt, let them finish.

9. Be a Friend

- **Be a friend to your customer**
- **Do what friends do**
- **Know your customer**

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10. Arrive On Time

every time

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12. Look Good and Smell Good

- Cigarette smell is a turnoff to non-smokers
- Check your breath
- Carry an extra shirt or two
- Women are especially sensitive to smells
- Don't over do the cologne

13. Let Them Know What You Are Doing

- If you will be making noise, tell them in advance
- How long will it take?
- What's different now?

14. Service is an Urgent Matter

- Don't park in front of their place and sit there
- Running behind?
Call
- Take longer than you thought, let them know

15. Real People Like to Talk to Real People Who are Not Stupid

- Write a script for whoever answers your phone
- Call your own place every few weeks and see how they sound
- Use a good, live answering service or answer it yourself
- Give your personal phone number to important customers, encourage them to call if they need anything
- Always call customers back immediately

16. Develop Routines and Methods of Operation That Work

- Every time with minimum failure
- Teach the routines and adjust as necessary
- Process map if necessary
- The more you eliminate variation, the better your service or product

17. Be Available

- Only work 8-5? So does everyone else
- Be eager and willing to help at a moments notice
- Be there when they need you

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18. Make Yourself Unique

- Do things that others do not or will not do (think outside of the box)

- Newsletters
- Free information
- Coupons
- Gift certificates
- Picnics, open house, cookouts

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19. Always Do the Right Thing

- Practice what you preach
- If you promised it, do it
- Check your company out online
 - Angie's List
 - Better Business Bureau
 - Google Search
 - Yahoo Search, etc.

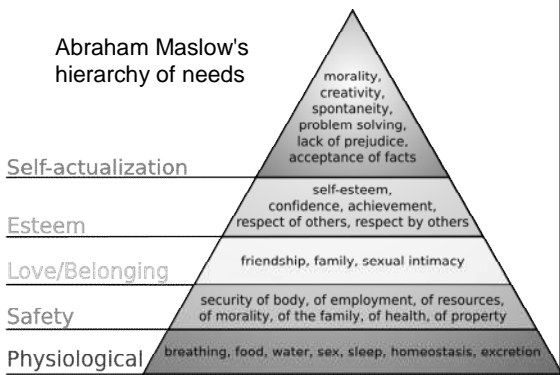
20. Make it Memorable

- This is a once in a lifetime experience for the customer, they will remember all of the unusual details – good and bad
- Decide to make it special – every visit
- Flashbulb memories

Flash Bulb Memories

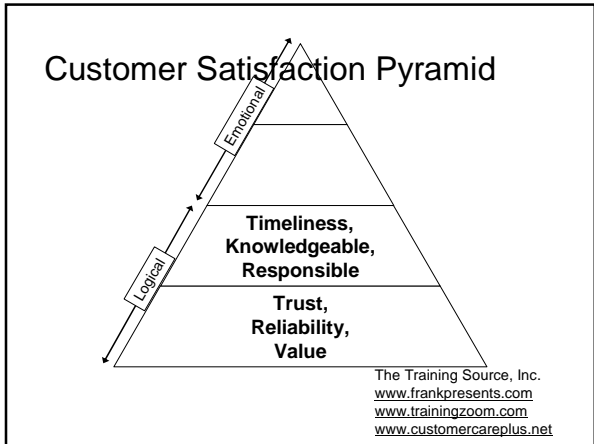
- A **flashbulb memory** is a memory created in great detail during a personally significant event, often a shocking event of national or international importance. These memories are perceived to have a "photographic" quality. The term was coined by Brown and Kulik, who found highly emotional memories (e.g. hearing bad news) were often vividly recalled, even some time after the event. This may also include significantly emotional positive events, birth of a child, wedding day, etc.

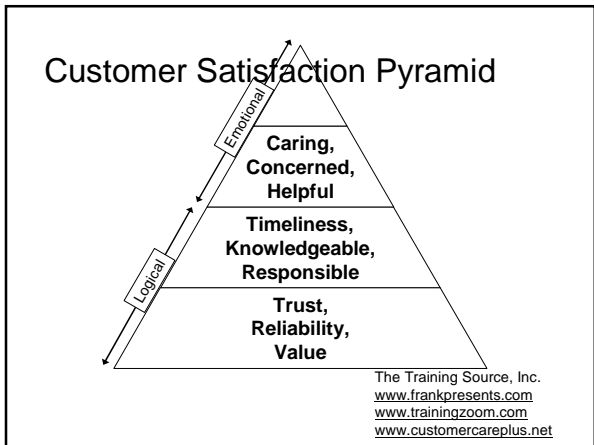
Abraham Maslow's hierarchy of needs

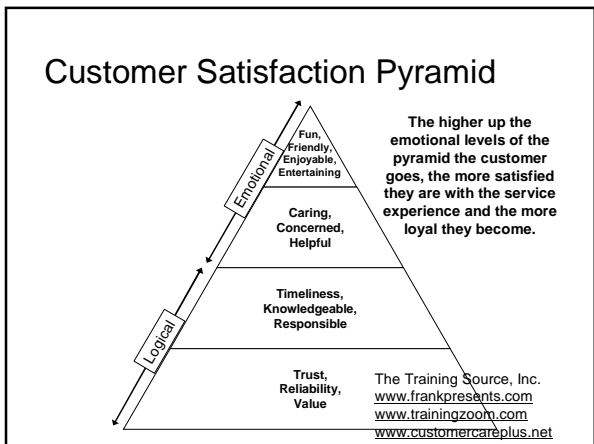


Customer Satisfaction Pyramid









21. Do Something

- One of the biggest reasons business fail or do not move forward is the fact that they do not implement.
- Most business owners know what they need to do, they just don't do it.
- Make an action plan

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1. Answering the phone (the Opening)
 - Scripted greeting and responses
 - Quotes presented exactly the same
 - Answer at second ring
 - Smile while speaking
 - Always announce your name
 - Use their name (Yes, Mr. Johnson)

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2. Asking for Information
 - Have we performed service for you before?
 - Look up information
 - Confirm information
 - Address, name and correct spelling of name, phone number, directions if needed
 - Any special notes, requests etc, from file
 - Last time we were there
 - Who was there etc. if needed.
 - Always try to schedule same technician who was there last time (builds relationships)

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3. Making the appointment

- When is it suitable for the customer?
- Time commitment
 - *We will arrive sometime between 12 and 2pm, keep in mind that it may take up to two additional hours beyond 2pm to complete the repair. So please keep your schedule open until 4pm should the need arise. Is this satisfactory for you?*
 - *Thank you, the technician who will be visiting you today is "name of tech" and he will call you shortly before arriving.*
- May I ask how you will be paying for this today so that I may let our technician know the form of payment to expect?

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4. The Arrival

- Call before going – If you may think you might be arriving within the last half hour of the time commitment, call them as soon as you know, just to let them know you will be there.
- Driving up
 - *If possible, park in the street, not the driveway. You don't want to have to move your vehicle cause someone needs to leave.*
 - *Do not sit in the truck doing paperwork when you arrive. Immediately get out and grab your tools and head for their door. It is an urgent matter for them, make sure you look like it is urgent to you also.*
 - *Put out your cigarette, spit out gum, etc. in your truck, not in the driveway, sidewalk or lawn*

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6. The estimate of repair costs

- Refer to them by name "Mrs. Smith, I have determined the cause of your problem, it is the ==. Your investment to get your furnace in operating condition will be \$\$\$\$." If you use a flat rate system, show them the price in your book or guide. The customer will probably ask why the part failed, if there are other options or one of many other questions, They don't know so that's why they ask.
- If there is anything that you could recommend that would improve the product, their indoor environment or something that would save them money in the long run, let them know what it is now.

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7. The Work

- If you will be making a lot of noise or brazing or doing anything that might alarm someone, let them know in advance

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8. Finishing up

- Explain anything that may be different. Offer any specials, service agreements etc. again.
- Make sure everything is picked up and clean
- Thank them
- Answer questions
- Collect your payment

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9. Follow Up

- Measure your quality of service
- Send a thank you card
- Ask for referrals
- Ask for future business

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10. Tune up

- Based on your customer feedback, make changes/improvements to your methods of operation
- Train, retrain, practice and measure

Frankly Speaking

- Customers expect a great experience
- The more it costs the more near perfect the experience should be
- People want to feel good about the value of the experience
- Make it legendary



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