

WEEK THREE: USE A PERSONAL TOUCH NOVEMBER 21, 2011 SERVICE PRINCIPLES NEWSLETTER

This week our focus is on the Service Principle “Use A Personal Touch”.

People are delighted with we do special things for them without being asked. It makes our customers feel welcome and appreciated. Every day this week, we’ll focus on a Service Principle that tells us how we can create this feeling with every customer.



11. I Welcome Every Customer I greet every customer with sincere enthusiasm using the 15/5 Rule: <ul style="list-style-type: none"> At 15 feet, make eye contact and SMILE At 5 feet, maintaining eye contact, greet the customer by name, if known, and the time of day greeting (Good morning, good afternoon, good evening) 	12. I Use Telephone Etiquette I answer the telephone professionally: <ul style="list-style-type: none"> -Within three rings and with a smile in my voice Using the customer's name, when appropriate Asking the caller, "May I please place you on hold?" Allowing the caller to end the call 	13. I Focus on Individual Needs I offer information and services relevant to each customer's specific needs by: <ul style="list-style-type: none"> Proactively offering options & suggestions Asking the right questions Demonstrating warmth, compassion, and empathy 	14. I Personalize the Visit I watch and listen in order to: <ul style="list-style-type: none"> Learn customer's preferences Remember them Offer assistance at every level And action upon them when possible 	15. I make Every Customer Feel Valued I am friendly to every customer in my presence by: <ul style="list-style-type: none"> Stopping all other work and conversations Making eye contact and smiling When appropriate, asking if I can help Using their name Saying thank you
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DISCUSSION STARTERS:

It's important to learn about the special touches that each individual prefers, but when we act on our knowledge and make it happen, we show our spirit to make each person feel welcome and appreciated.

Ask each person in the group to write one special thing that would make them happy at work if they knew this would be provided for them. Ask for a volunteer to read one aloud and describe how they could Act on it.

Something to think about. . .

Use Their Name

People love to hear their name being used since nothing is more personal than the use of someone's name. Obviously to call them by name, you must find out what it is. The easiest way to do this is to offer your name first, for instance, "Hi, my name is Brad." Usually people will respond by giving you their name and you can proceed from there. You must make sure you use the name that they give you. For example, if they say, "Hi, my name is Joseph," make sure you use the name Joseph, do not shorten it to Joe. Remember there is nothing more personal than someone's name and if you shorten it or change it, you run a very high risk of insulting the customer and losing his or her business.

What are the advantages to using a customer's name? The answers are numerous but all are important and can give you an edge over your competition. The obvious advantage is most likely, that your competitor down the street is not using their name. In a market that is so close and competitive, no advantage is too small. Another advantage is the potential for repeat sales. As we have talked about before, the livelihood of any professional salesperson is repeat sales. A customer, whom you made feel "special" when they bought from you, is more likely to return and buy from you again and there is no easier way to make a customer feel "special" than by using their name. A less talked about advantage is the idea that by using their name you begin to break down the inherent fear that some people feel towards salespeople. If a customer feels like they are entering into a conversation, rather than a sales pitch about the product they may buy, then your odds for making that sale will increase. One word of caution; do not overuse their name as it can come across as sounding fake and contrived if used too much and you then defeat your purpose.

Take advantage of this simple customer service technique and you will notice more repeat business.

DISCUSSION STARTERS:

Your number one customer service advantage is the personal relationship you build with your customers. And there is no better way to strengthen that relationship than to...

USE YOUR CUSTOMER'S NAME.

Here are a couple of ideas to make using your customer's name work especially well.

1. **Be respectful.** Using your customer's last name; Mr. Smith, Ms. Johnson, Mrs. Jones, is probably your best bet until you have developed a close relationship or unless they have introduced themselves by their first name only.
2. **Introduce yourself first.** It's uncomfortable to have someone know who you are and not know who they are. Give your customer your name as a great way to begin building a relationship.
3. **Say their name correctly.** Not too tough if the name is Smith or Jones, but what if you get "Woltjer" or "Olechnowicz" (real names from our local phone book)? If you're not sure, ask, don't guess. Most people are picky about having their names spelled and pronounced correctly. Mine hardly ever is! By the way, it's pronounced NA-gen - rhymes with Ronald Regan.
4. **Be sincere.** If you're just rattling the customer's name off as part of your canned pitch, or if you only look at the customer's credit card for their name and never make smiling eye contact, you're probably eroding the relationship, not building on it.
5. **Be sensitive.** Always be aware of how your customer wants to be treated. If they are casual, chatty, and friendly, using their name will probably be a plus, if they are formal, stiff, or rushed they may feel you are taking liberties by using their name.

DISCUSSION STARTERS:

Describe a situation in which someone called you by a nickname or “term of endearment”. How did you feel? How do you think a customer might feel when we use these terms?

Encouraging Words. . .

Cautiousness

Knowing how important right timing is in accomplishing right actions.

Deference

Limiting my freedom so I do not offend the tastes of those around me.

A Thought. . .

Every great business is built on friendship

~JC Penney~

DISCUSSION STARTER:



These are words to live by. How do these affect our delivery of good customer service?

1. Focus
2. Preference
3. Personalize
4. Professionalism

Did you Know?

Focus Points:

-When you learn about something that delights a customer or co-worker, act on it and make it happen

- *Personalized service creates loyal customers and employees*
- *Watch for cues, listen, and ask questions to determine the customer's purpose for the visit.*
- *If you don't know someone's name, try to find out.*
- *If you're unable to determine a person's name, use "sir" or "ma'am"*

Staff Recognition

Recognizing customers and co-workers respectfully by using their names is a great way to show that we value them. No other word is more important to a person, so remember to use it; it makes people feel welcome and appreciated.