

CUSTOMER SERVICE STRATEGIES

- **Business appearance:**
 - Appearance is congruent with marketing message
 - Customer area is clean and uncluttered
 - Bathrooms (if provided) are clean and stocked
 - Signage is professional and helpful
 - Employee dress is uniform and professional
 - Company vehicles are identified and presentable
- **Your Employees:**
 - Hire for attitude, Train for aptitude
 - Put outgoing people in customer-contact positions
 - Train employees on building rapport (NLP)
 - Use scripts for first contact
 - Smile, be friendly
 - Train employees on product knowledge
- **Improve customer wants:**
 - Convenience
 - Low Cost
 - High Quality
 - Personal Attention
- **Identify first contact modality, and prepare system/scripts:**
 - Phone
 - Face-to-Face
 - Internet
 - Other _____
- **Prepare systems/scripts for other customer interactions, such as:**
 - They ask for help when you are busy
 - They ask for help when you're not busy
 - End of the sale
 - They asked a question that you need to get more information on (and then you return)
 - They want something you don't have
 - They want something that someone else in the company provides (and if they are unavailable)
 - They are looking for something they can't find
- **Resolve customer dissatisfaction immediately**
 - Listen
 - Affirm
 - Restate
 - Validate
 - Ask questions
 - Apologize
 - Provide solution
 - Thank them!
 - Touch your products when directing them
 - Be on-time with delivery (communicate when not)
 - Under promise and over deliver
 - Provide consistent delivery of service
 - Consistent product
 - Define customer "magic moment"
- **After the Sale:**
 - Scheduled post-purchase follow-ups
 - Keep in contact every 90 days
 - Ask them to come back
 - Book next visit
 - Birthday/Holiday cards
 - Become their friend
 - Labels, magnets and stickers
 - Surveys (in-person, mail, phone, Net)
- **Make them feel special/part of a group:**
 - Newsletters
 - Start member/VIP group
 - Closed door sales
 - Product of the month
- **Inform all customers of all product lines:**
 - Regularly upgrade existing products
 - Improve complementary product mix



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