

CREATING THE WOW



IN YOUR BUSINESS
10 Practical Steps

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Introduction:

Building good customer relationships is about more than making people feel good - it is one of the most important ways that you can impact your bottom line.

With the high cost of acquiring new customers, it only makes sense to grow your business by getting more and repeat business from the ones you already have.

The good news is, there are many steps you can take to make this happen without breaking the bank - and the best news is they start working right away!

1

Treat Others the Way We Want to Be Treated

This may be cliché, but there is a good reason for that. The number one thing that you can do to make your customers stick around is give them the same level of service you would want if you were in their shoes.

Outside of the Box: Have a staff meeting every morning to give everyone a chance to ask questions and to review your customer service expectations.

2

Always Return Calls and Emails Quickly

Especially if a customer has a problem, the last thing they want to do is wait for a solution. Even though it can be difficult, it is usually better to call or email and let them know you are working on the problem than to leave them waiting.

Outside of the Box: Use an automation tool like Boomerang or a CRM like Salesforce to make sure that you follow up with your customers at exactly the right time.

3

Ask Customers How to Address Them

Different cultures, generations, and individuals, have different preferences about how they want to be addressed. Pay attention to how someone introduces themselves, or outright ask how they want to be addressed.

Outside of the Box: Remembering names is an important part of connecting. Take the time to learn some name memorization techniques so you can excel in this area.

4

Always Smile - Even When On the Phone

It really is true that you can hear a smile in your voice. When in person, a sincere smile can make a big difference in your interaction too. Whether on the phone or face to face, remember to smile!

Outside of the Box: Body language matters over the phone too. Take some time to set up your workspace to be more ergonomic so you will be in a perfect position (literally) to answer customer calls.

5

Avoid 'Yes' or 'No' Responses

Using a simple 'yes' or 'no' without any explanation can make you seem impatient. Even adding a "thank you" or "please" where appropriate can make a big difference and help your customers feel loved.

Outside of the Box: Also watch how you ask questions and avoid questions that invoke a simple 'yes' or 'no' answer. Instead of "did you enjoy your stay" ask "what was the best part" or "what could we have done better."

6

Put Yourself In Their Shoes

You have to master this one in order to be able to follow tip #1 on this list. Instead of getting frustrated, try to see how the customer is feeling and what got them to the point they are at, especially in conflict resolution.

Outside of the Box: Don't wait for there to be a problem to apply this tip. Practice putting yourself in your customer's shoes when you are thinking about what new products or services to develop, etc. And if you are not sure, ask lots of questions.

7

Follow Up Personally with Every Inquiry

One mistake too many owners make is to leave customer service completely in the hand of employees. Whenever possible contact your customers or clients directly to give that personal touch.

Outside of the Box: It really is the little things that make a big difference. Think about sending a hand written note, thank you gift, or birthday gift when appropriate.

8

Include the Name of the Person - Often

Now that you took the time to learn someone's name, make sure you use it. Not only when addressing someone in person, but also on the phone, in written letters, emails, etc.

Outside the Box: Take this tip online and take the time to tag individual fans and followers online, or write personalized notes rather than broadcasting to everyone.

9

Ask the Customer What Else You Can Do

Don't wait for your customer to complain, always be proactive in seeing what you can do better. Honestly, most customers won't complain to you if they are unhappy - but they will complain to their friends!

Outside the Box: There is a reason that regular surveys are a part of many businesses. Find ways to make taking the time to complete the survey appealing through discounts and giveaways.

10

Always Show Appreciation

Let your customers know that you care about them and appreciate their business. Make thankfulness a routine part of doing business with you, and make sure this gets passed down the line to employees as well.

Outside the Box: Take the time to know what forms of appreciation mean the most to your customers. Can you make referrals to them in their business? A personal gift? Get creative!

Bonus:

Listen, Repeat, and Go the Extra Mile!

The power of listening is an art in itself. One way you can make sure you understand what your customer is saying is to repeat it back to them.

Whenever you get a chance, go the extra mile for your customer. They really do notice the extra effort.

Want Even More?

Do you agree with all of these things, but not sure how to pass them on to your employees?

Do you have these basic tips mastered and want to go to the next level?

Are you not sure how to apply these to your business?

Visit GerodFarmer.com today and schedule a training or consultation and start seeing your bottom line grow right away!