

40 Easy Tips Significant Sales Through Better *Customer Service*

by George Olds
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Anyone can sell. Unfortunately. Slap the lowest price on anything and the world will beat a path to your door. The following tips will help you make significant sales – by meeting (or even, hopefully, exceeding) your customers' needs. Do this, and they'll be yours for life.

1. Smile. I mean, how hard is that? People like to do business with people they perceive to be friendly.
2. If you work in a call centre, let me "hear" you smile. (I can tell, you know.)
3. Stand up. People who remain seated behind their desk are telling me they don't care enough to make the slightest effort to earn my business. Besides, it's just being polite.
4. Offer a greeting, a 'pleasantry'. A simple "*Good morning*" will do. (This isn't rocket science.) It tells me you're aware* that I exist, and it makes it sound like you care. You **do** care, don't you? **
5. If you work in a call centre, identify yourself by name and company or department name. It tells me who I'm dealing with and lets me know if I've reached the wrong person/department/company then I can apologize for misdialing.
6. Offer to help me. It tells me you actually are willing to help me if I need help. (What a concept, eh?)
7. Deal with face-to-face customers before those on the phone. The person in front of you took their time and effort to come to your place of business.
8. Interact with the customer, not your co-workers or friends.
9. Make eye contact.
10. Empathize with the customer. "*I'm glad to hear that.*" Or, "*I'm sorry to hear that.*" (If you were born without the empathy gene and you **aren't** actually glad or sorry, learn to say, "*No one likes it when bad things happen.*" Or, "*Isn't that terrific!*")
11. Do not confuse empathy with sympathy. No one wants to hear "Aww, poor you."
12. Ask lots of open questions in order to ...
13. Determine my needs.
14. Do your share*** to meet (or exceed them). You do this when you ...
15. Acknowledge my needs. If they were important enough to me to tell you about them, maybe they should be important enough to you to take note of them.
16. Listen to the answers. The information I give you will matter when it comes time to make a buying decision.
17. Match their mood. Business-like and in a hurry? Or, laid back, relaxed, 'How-are-the-kids?' kind of customer?
18. Paraphrase what I've said to you. It tells me you were listening.
19. Check that you've understood. A simple, "*Is that correct?*" will go a long way to avoid misunderstandings.
20. Use the information to target appropriate items or services that you think might meet my needs.
21. Don't waste my time with things I haven't indicated I'm interested in (even – or especially – the extended warranty).
22. Explain the features of the products or services.
23. Make the benefits of the products or services clear to me.
24. Answer my questions about the products or services.
25. If I have objections, find out what they are.
26. Make appropriate suggestions.
27. Ask if I think your suggestions are close to what I had in mind.

28. Offer me options.
29. Whittle the selection down to two (or three at the most).
30. Use “Which would you prefer?” This forces me to make a decision – a buying decision. It’s the most effective selling tool I’ve ever encountered.
31. Take a risk and ask for the business. (One ‘mystery shopper’ at a well known agency began her conversations with “I have \$8,000.00 to spend on a cruise.” with 7 of her competitors and not a single one asked for the sale. This simple yet (apparently) daunting task will make a significant difference to your bottom line.)
32. Remember, no one ever entered a travel agency only to say they weren’t thinking of travelling somewhere, sometime.
33. Don’t take a “No” personally.
34. Make the transaction accurate.
35. When you make a mistake, admit you were wrong, say you’re sorry and make it right.
36. Make the transaction prompt.
37. Make the transaction easy.
38. Be a problem solver, not someone who puts up barriers to buying.
39. Thank me for my business.
40. Follow up with any promised service to ensure future business.

* You are **aware** I pay your salary, aren’t you?

** Some customer service providers have told me, “Mister, they don’t pay me enough to care.” I always reply, “But they pay you enough to make me **feel** like you care.”

*** Doing your share in order to meet customers’ needs does not make you a doormat for them to walk all over you. But doing your share will probably ensure they won’t anyway.

That’s it folks. Be aware, show you care and do your share to meet or exceed your customers’ needs and your customers will keep coming back. Don’t be surprised if they tell (or bring) other customers too.

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