

#### **DEBORAHLBROWN** Sales Effectiveness Expert

## Customer Interactions That Improve Sales

How to make a good lasting impression.

#### Welcome



- Your Presenter:
  - Deb Brown
  - Practice focus:
    - Sales coaching
    - Sales training
  - Clients include:
    - Small businesses
    - Growing companies
    - Fortune 500





- Training and coaching for sales professionals and sales teams.
- Rooted in our 4-step methodology.
- Proven results for business owners and sales teams from small companies to the Fortune 500.







#### Learn more about Sales4You:

- > Overview
- > Methodology
- > Our Difference

- > Coaching Services
- > Client Results
- > Process & Pricing

Learn more at: www.DebBrownSales.com





- Applied leadership and sales approach.
- Sell in a way that aligns with your values.
- Dynamic and holistic approach based on the example of Jesus of Nazareth.
- Sales training & coaching integrated with leadership development.





#### Learn more about Sell Like Jesus<sup>®</sup>:

- > Why Sell Like Jesus?
- > Who It's For
- > The SLJ Approach
- > Values-Based Selling
- > Quotes & Comments
- > Workshops & Interviews

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## What is "Customer Service?"



#### What is Customer Service?

- "Customer service" is all the ways you help and serve the people who buy or use your products.
- Who determines whether customer service is "good" or not?

#### **The Customer**

What does the customer want...?



#### **People Buy When They Feel Valued**



# are influenced by how the customer feels they're being treated



#### **Customer Service: WIIFM**

- 55% of customers would pay more for a better customer experience. (Defaqto Research)
- A dissatisfied customer will tell between 9 and 15 others. 13% will tell more than 20. (White House Office of Consumer Affairs)
- For every 1 customer complaint there are 26 who didn't speak up. (Lee Resource)
- It takes 12 positive experiences to make up for one negative experience. ("Understanding Customers", Rudy Newell-Legner)
- It costs 6-7 times more to get a new customer than to keep an existing one. (Bain & Co)

How can you make a good, lasting impression so that people want to buy from you over and over again?



#### **Customer Service Happens...**

- Before the sale...
  - Appearance and friendliness
- During the sale...Helpful, quick to respond
- After the sale...
  - Staying connected, fixing problems



#### Before the sale...

#### How inviting is your space?

- Product arrangement
- Ease of service
- Taste tests







#### Before the sale...

#### How inviting is your workforce?

- Clothing and cleanliness
- Proper food handling
- Deodorant yes
- Cologne and perfume no
- Friendliness toward customers
  - Warm, genuine smile
  - Making eye contact
  - Greet people
  - Relate and engage
  - Take people in order



#### During the sale...

#### How do you make customers feel?



are influenced by how the customer feels they're being treated

People buy when they feel valued.



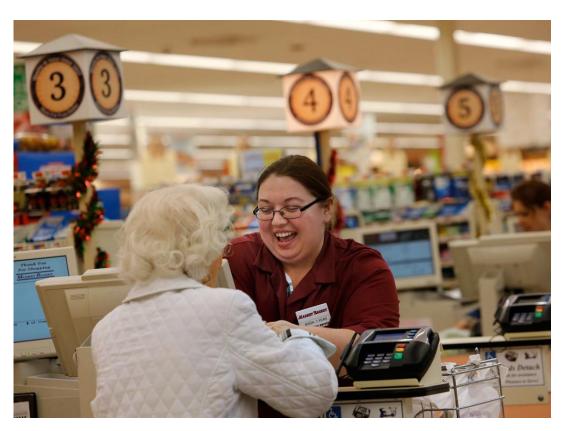
## During the sale...

- Continue to be friendly throughout the interaction, even if the customer is not
- Provide helpful, patient assistance
- Suggest additional items related to the customer's interest
- Speak with...
  - A "can-do" attitude
  - Knowledge & confidence
  - Support co-workers





# How customer friendly are you?



#### After the sale...

- What do you do when things go wrong?
- Because you know accidents will happen...





#### After the sale...

Customers get disappointed...

- Have there ever been problems with the product or service that you bought?
- Have you ever been disappointed in the way you were treated?
  - Did you say anything?
  - Did the company acknowledge the problem?
  - ... Take quick action to remedy the problem as soon as they knew about it?
  - Meet your expectations?



#### After the sale...

- Here's a simple process to turn unhappy buyers into raving fans:
  - Don't take it personally!
  - Put yourself in their shoes.
  - Thank them for telling you.
  - Apologize for the error.
  - Take responsibility to fix it.
  - Say what you "can do."
  - Thank them for being a loyal customer.



## After the sale...keep in touch

#### Have you ever thought about...

- Keeping in touch with your customers?
- Notifying people of new product availability?
- Contacting customers when out of stock items have arrived?
- Taking orders for the following week?
- How would it effect your sales if you did?



## Behavioral Issues



#### The human factor...





#### The human factor...





## How to avoid behavioral issues

- Set clear expectations with all employees.
  - Take nothing for granted.
    - People don't see things the way you do!
  - Be specific about dress code, personal hygiene, appearance, and cleanliness.
  - Train your people on how you want them to treat your customers.
  - Test for understanding. Don't assume people understood just because you said it!
- Enforce your expectations

- Correct unwanted behavior as soon as it happens.

# Customer Engagement



## Customer engagement model

#### Relate

- Greet people like you would a dear friend
- Talk to them, ask questions
- Explore and fill their needs
- Be curious, helpful, resourceful

#### Close the sale

- Ask if there is anything else?
- Be thorough, think on the customer's behalf
- Make helpful suggestions

#### Thank them for their business

Because everyone likes to feel appreciated



## Show people you value them:





- Friendly: Smile and make eye contact
- Patient: Listen carefully, then respond
- Creatively Helpful: Offer suggestions in line with their request
- Optimistic: Use "can-do" statements
- Knowledgeable: Speak with confidence about your products

## Show people you value them:

- Attentive: Look and listen with eyes and ears
- Efficient : Respond immediately to requests
- Solution-oriented: Offer options
- Empathetic: Show the person you understand
- Honest and fair: Always be truthful
- Goal oriented: Consistently work to meet client needs





## **Review: Customer Service**



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## Questions or Comments?



## Learning more...

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## Thank you!



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