



DEBORAH L BROWN

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



Our Services



- 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.



Our Services



Learn more about Sales4You:

- > Overview
- > Methodology
- > Our Difference
- > Coaching Services
- > Client Results
- > Process & Pricing

Learn more at:
www.DebBrownSales.com



Our Services



- 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.



Our Services



Learn more about Sell Like Jesus®:

- > 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?



- 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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