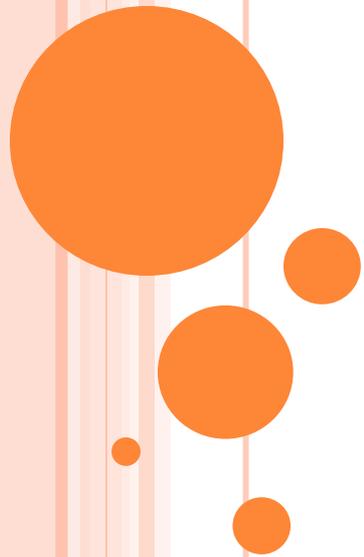




Customer Service Webinar





YOUR CUSTOMERS HAVE QUESTIONS

Do you have the answers?

GOALS FOR THIS WEBINAR

- Provide tools for you to use to keep your customers happy
- Maximize profits for you
- Keep your customers returning
- Encourage customers to recommend your business



IT'S UP TO YOU!



You are in control of
what kind of experience
your customer has.

WHAT?

○ More Money!

○ Happy Customers



How?

- Customers are telling their friends what a positive experience they had at your business



WHY?

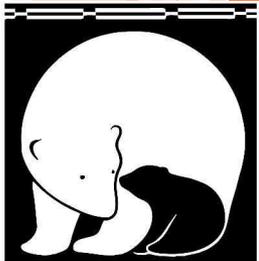
- Knowledge
- Demeanor



CUSTOMER SERVICE & SMALL BUSINESSES

CHALLENGES TO CUSTOMER SERVICE IN A SMALL BUSINESS SETTING

- Interact with customers
- Multiple customers
- Working knowledge of your product or service
- Handling stock and product availability
- Proper display for inventory
- ALWAYS maintaining a pleasant disposition



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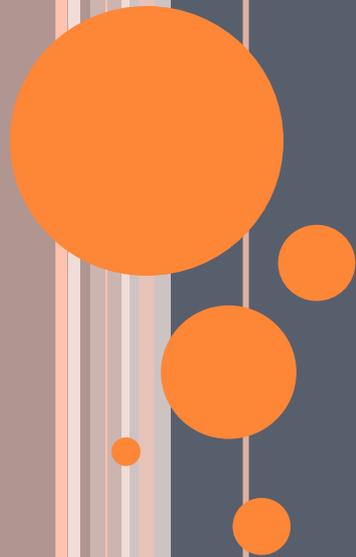


THE CHALLENGES OF BEING A SMALL BUSINESS OWNER



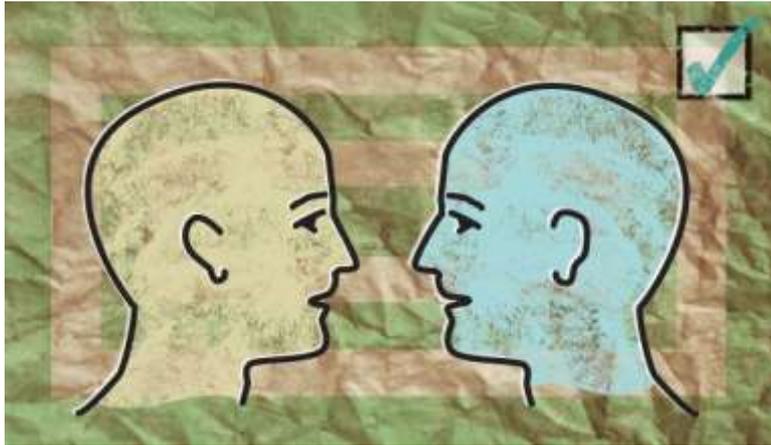
STOP!

How do you handle this situation?



CUSTOMER SERVICE IS

VALUABLE



- Competing with box stores and internet shopping
- Need to relate to your customers
- Customers have a Lifetime Value!



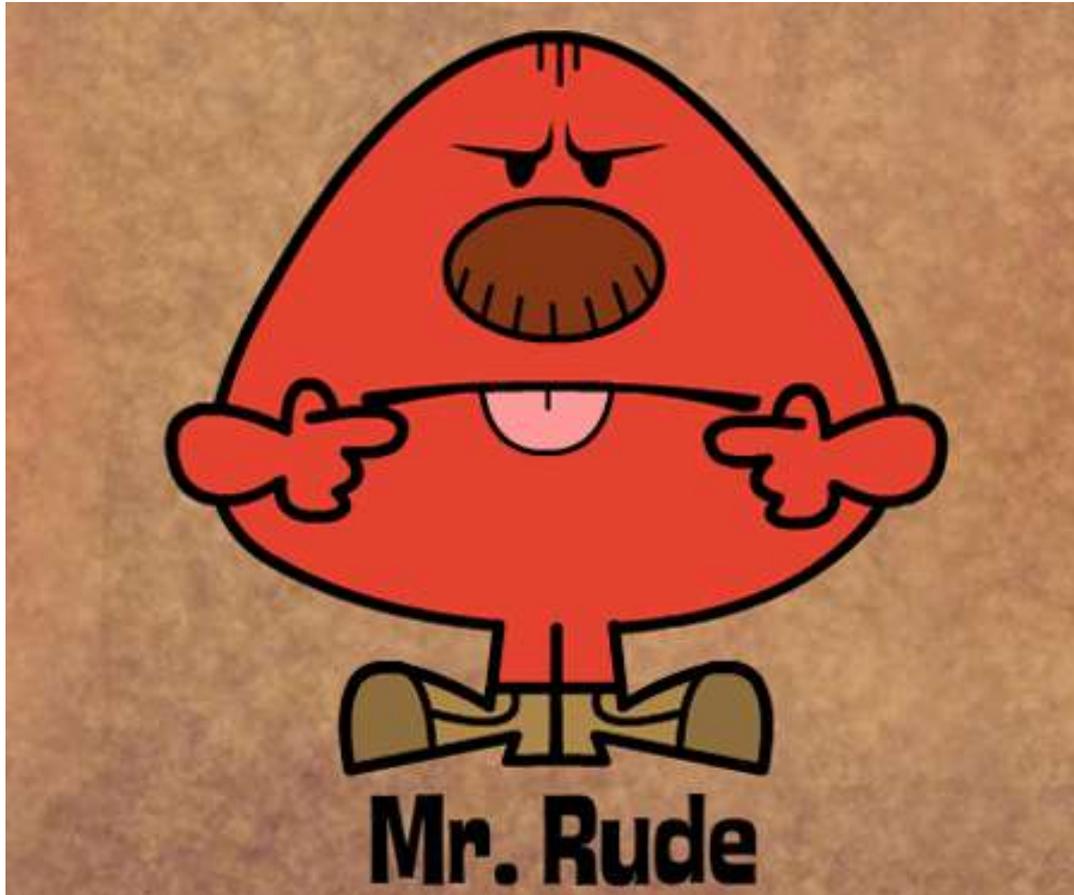
ATMOSPHERE



- Customer feels heard and their needs are understood
- Sales associate conveys respect for the customer



HOW TO LOOSE A CUSTOMER IN 3 STEPS!



- Rude
- Insincere
- Distracted



TURN OFF THE CELL PHONES!





STEPS TO A HAPPY CUSTOMER



THE GREETING

WELCOME



- Too eager is negative
- Too aloof is negative
- Acknowledge customers with a “you” statement
- Meaningful dialogue & sincerity
- Passively assuring customer of your knowledge and confidence



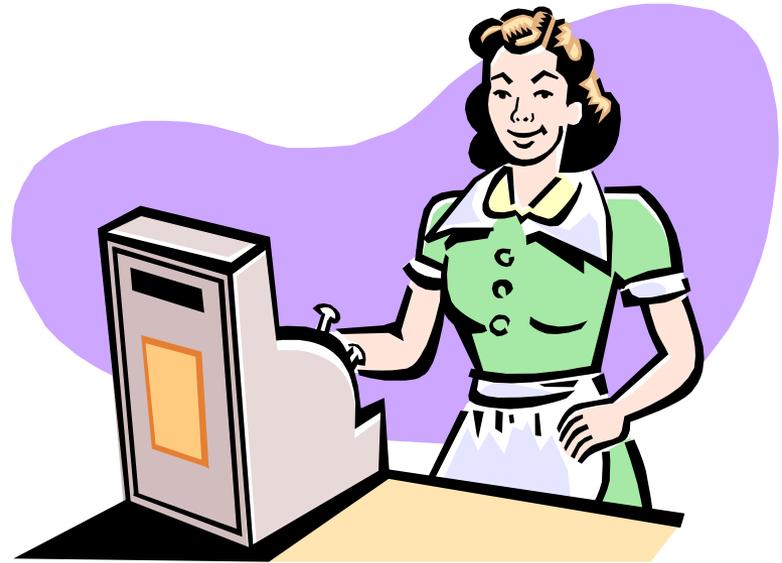
OBJECTIONS:

- Make your customers feel understood
- Uncover objections so you can resolve them
- Important to helping a customer feel in control of their experience



EMPLOYEES AND CUSTOMER SERVICE

- YOU are the example of how to relate to your customers
- The right attitude
ALL THE TIME!
- Good energy & enthusiasm can be contagious
- Consider how you would like to be treated as an employee



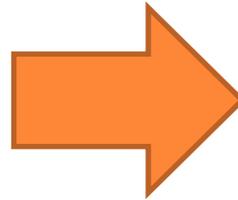
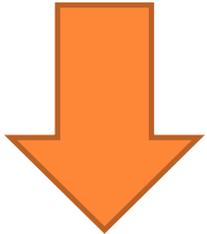
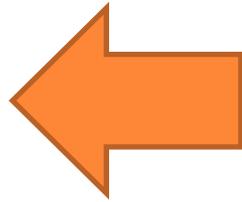
HOW TO GET THE BEST



- Your issues with your employee are between you and them
- Reprimanding employees in public can have many adverse effects
- Be aware of employee interactions if you have more than one



THE RESULTS!

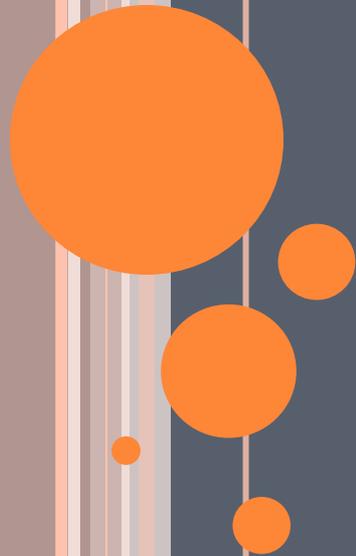


TRAINING IS KEY

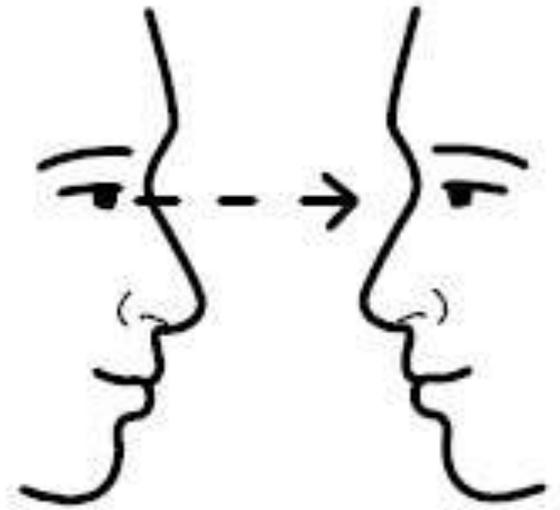
- Train your staff thoroughly
- Be clear about what steps they can take to handle an unsatisfied or irate customer
- Consider every conceivable scenario and address the situation
- Remember **YOU** are responsible for **YOUR** customers!



WHAT DO YOU DO?



RELATE TO YOUR CUSTOMER



A FEW MORE TIPS!

- There is no way the quality of service can exceed the quality of the people who provide said service
- Recognize! Know your regular customers (by name if you can)
- Go the extra mile for your customers. Give them **VALUE!**
- You are a “YES MAN”!





**Thanks for your
attention!**

