

**V** INTERNATIONAL VISUAL



**CUSTOMER SERVICE IDEAS**

WELCOME

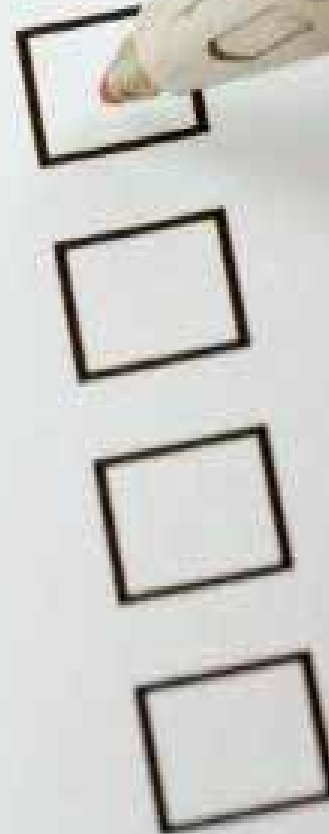
# Customer Service

**Excellent**

**Good**

**Average**

**Poor**



A hand holding a pen is pointing to the top-most empty box in a vertical column of four checkboxes. The checkboxes are arranged in a descending staircase pattern from top-left to bottom-right.

Think about your own experiences of good service. What happened?  
Think about the things that made it good – remember them and use them



Now think about an customer experience that was the total opposite of that. What went wrong? How many people did you tell? Bad news travels fast !! Don't allow this to happen to your customers

Excellent service can only be delivered when you understand two key things

**CUSTOMER & PRODUCTS**

# 6 SIMPLE STEPS

1. WELCOME
2. ASK QUESTIONS
3. SELL THE PRODUCT
4. INTRODUCE RELATED ITEMS
5. CLOSE THE SALE
6. BUILD FUTURE SALES

# WELCOME



Greet customers with a friendly smile and a welcome

Focus your attention on them

Customers come before tasks

# ASK QUESTIONS



Ask open questions rather than closed questions

Find out about your customers – be sociable

Discover what they like, their lifestyle, their preferences by asking simple questions

# SELL THE PRODUCT



Describe the features and benefits of the products

Focus on the ones that will appeal to this particular customer

Be positive but never over sell or make incorrect statements about products

# INTRODUCE EXTRA ITEMS



Increase sales and basket size by introducing related items to the customer

This could be a product that matches the item already bought or it could be a related service, extended guarantee etc

Don't force it by being pushy

# CLOSE THE SALE



Finish the sale well by wrapping beautifully

The item is now the customer's so handle with total respect

Use proper wrapping or the customer's bag [ECO] make the final sales transaction seamless

# BUILD FUTURE SALES



You want your customers to come back again and again so ensure you encourage them back by inviting them back

Give a taster of products still to come in

Take contact details for newsletters, e-mails, blogs, facebook sign up or a customer event

# TO SUMMARISE

Know your customers, know your products and never forget that your customer is the most important person in your business – they pay your wages

# The End

Please complete our one  
minute feedback form