



Monthly

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# Marketing Morsels

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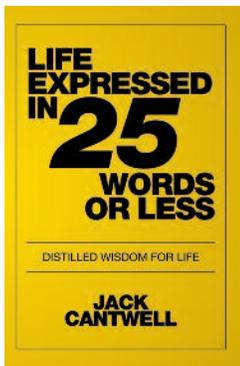
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## What Business Are You in?

Instinctively your answer may be something that describes the nuts and bolts of the products or services you provide each day.

But now try a different answer. It applies to all of us. **We are all in the CUSTOMER SERVICE business.** Do an inferior job in the eyes of your customer and then figure out how to keep afloat with one less customer.

Here are some things to think about before you open for business tomorrow. Do a self-critique from the perspective of the customer:

- **When the phone rings, does a live voice answer?** And does the voice sound welcoming and helpful? It's important that it does. How many times have you run into an endless series of prompts? Good formula for hanging up and never calling back.
- **How good are your listening skills?**

There are four basic communications skills – reading, writing, speaking and listening. You likely learned more about the first three in school. It perplexes me how little formal education there is in the skill of listening.

But in some ways it is the most important of the four.

- **Deal with complaints.** None of us is perfect. Sometimes the way you handle a complaint can mean the difference between success and failure. Admit you are wrong and solve the customer's problem immediately. Win respect.
- **Be helpful** – How many of us remember instances when the person you are dealing with says *"I will gladly show you there?"* rather than *"Look in aisle five"*. Put yourself in a confused customer's shoes. A winning attitude!
- **Be a rapport builder** – Take the time to learn the *"language"* of the customer. I served the McDonald's account for over 25 years. I was just as concerned as the operator when he was focused on not enough sesame seeds on the Big Mac bun. Be on the team always.

*Wishing all of you a Happy Holidays and a successful healthy New Year!*



Call Jack Cantwell at Skylimit Marketing 717-269-0288

for a free consultation.

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